

Look...Up in the sky! It's absurd...it's insane...it's super...



NO. 24
APR 2022

MAD





COVER ART FOR MAD #199
ORIGINALLY PUBLISHED, JUN 1978
ARTIST & WRITER AL JAFFEE



Jaffe



SEVENTY YEARS OF HUMOR IN A JUGULAR VEIN

MAD

NO. 24 APRIL 2022

WILLIAM M. GAINES FOUNDER

SUZY HUTCHINSON ART DIRECTOR

BERN MENDOZA ASSISTANT ART DIRECTOR

- 02** A MAD Look at Dogs, MAD #129, Sep 1969
- 05** The Proverbial Postal/Pooch Parable Part I, MAD #305, Sep 1991
- 06** The MAD World of...Pets, MAD #498, Feb 2009
- 09** Gift Catalog for Spoiled Rotten Pets, MAD #282, Oct 1988
- 13** The Proverbial Postal/Pooch Parable Part II, MAD #305, Sep 1991
- 14** Grimlins (MAD Movie Satire), MAD #249, Sep 1984
- 21** Spy Vs. Spy, MAD #64, Jul 1961
- 22** Would it Kill Your Pet...?, MAD #334, Mar/Apr 1995
- 24** A MAD Look at Pet Owners, MAD #147, Dec 1971
- 26** Practical Joke Items for the Pet Hater, MAD #319, Dec 1993
- 28** Some of Your Pet's Peeves, MAD #522, Sep 2013
- 30** Willies (MAD Movie Satire), MAD #149, Mar 1972
- 32** Urine Trouble: What Your Pets Really Do While You Sleep
- 37** MAD Solutions to Big City Doggie-Do Problems, MAD #172, Jan 1975
- 42** Songs of Pets, MAD #116, Jan 1968
- 45** The Proverbial Postal/Pooch Parable Part III, MAD #305, Sep 1991
- 46** The Lighter Side of Dog Owners, MAD #80, Jul 1963
- 50** Specially Trained Dogs for Everyone, MAD #333, Jan/Feb 1995
- 52** The Pet Peddler, MAD #441, Nov 2001
- 54** Overheard in Doggie Heaven, MAD #521, Jun 2013
- 56** What if Dog Was One of Us?, MAD #520, Apr 2013



CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots

INSIDE BACK COVER A MAD Fold-In by Johnny Sampson

VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés

COVER ARTIST Ed Steckley

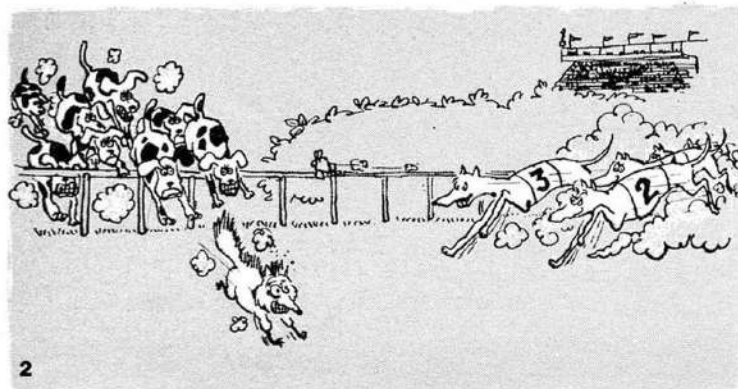
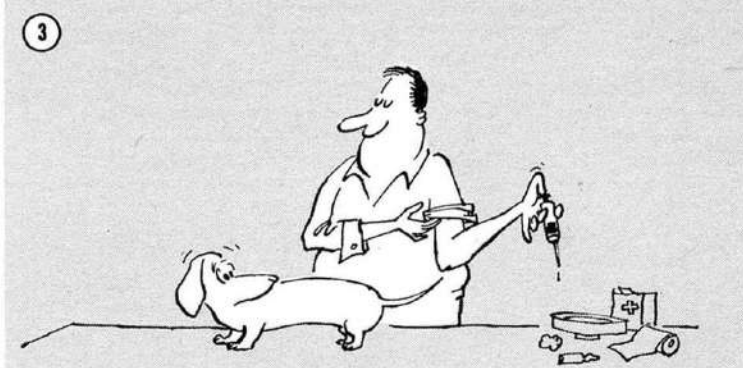
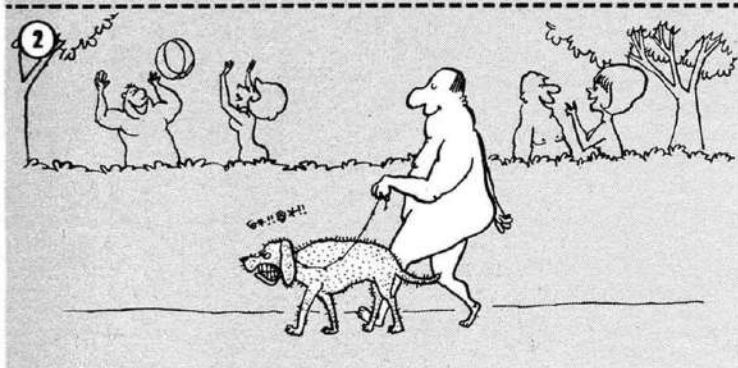
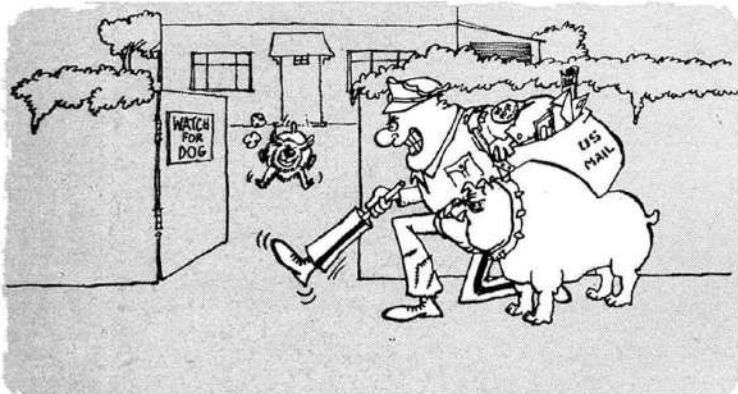
The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.

CONTENTS

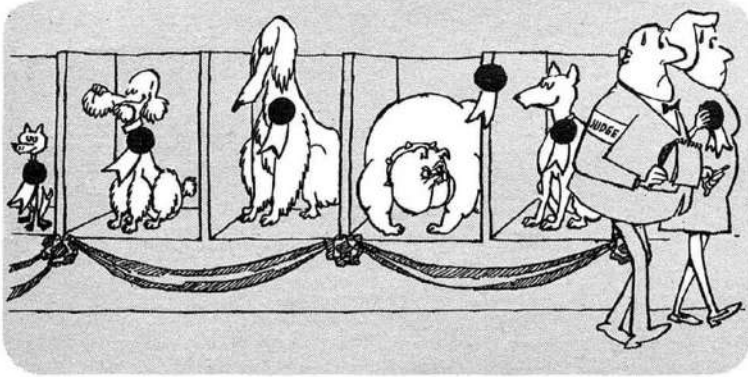
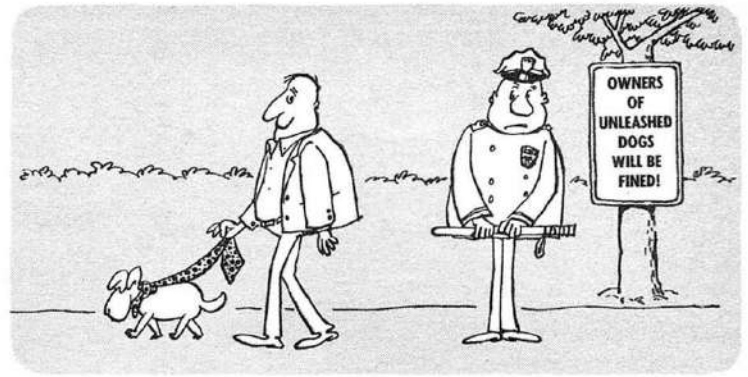


SERG-IN GENERAL DEPT.

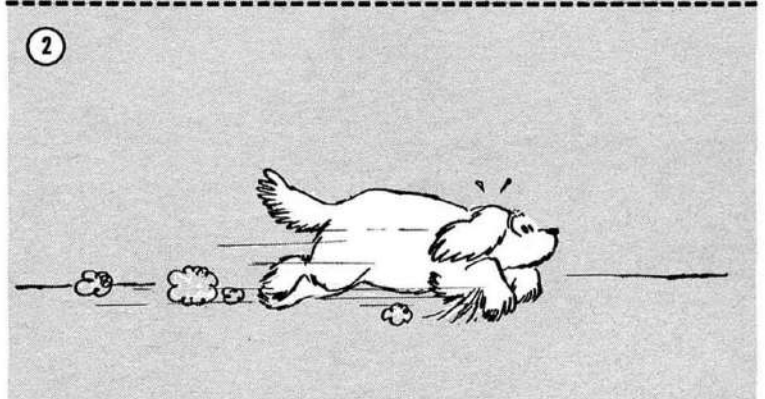
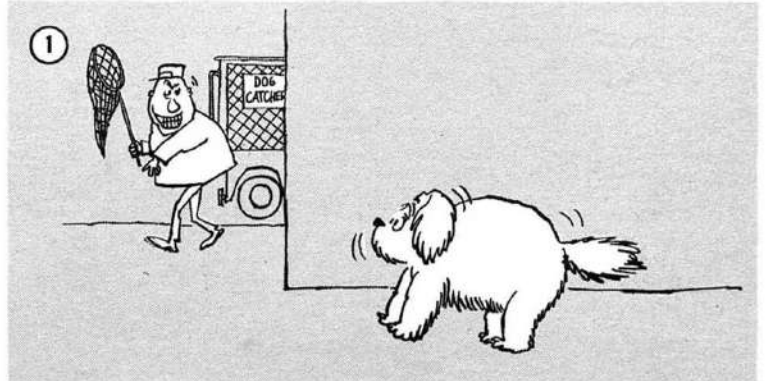
A MAD LOOK

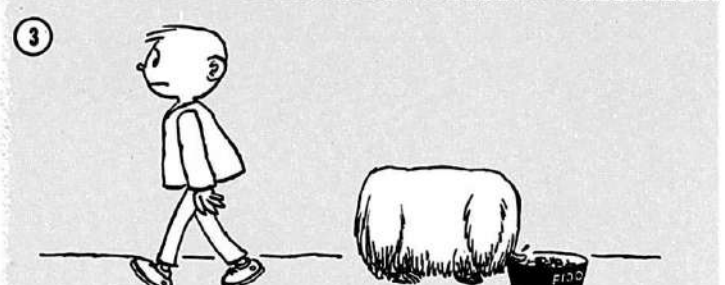
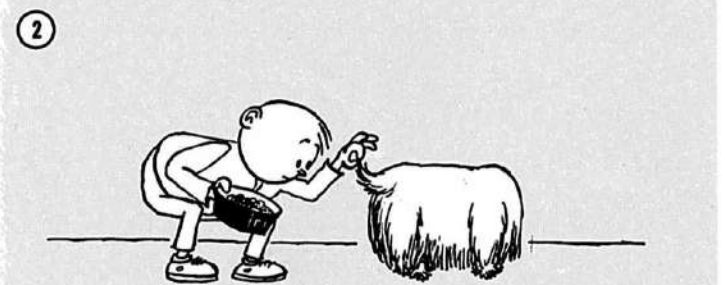
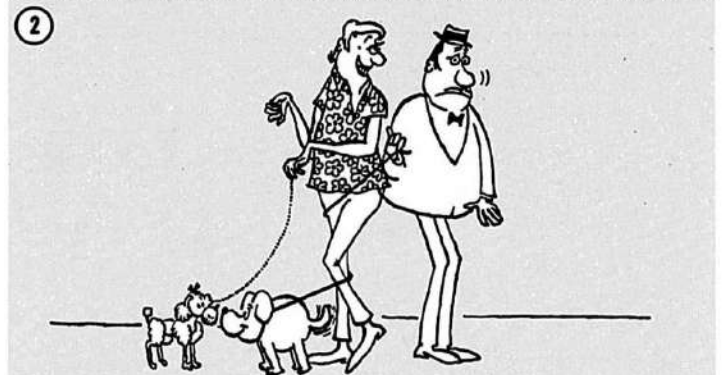
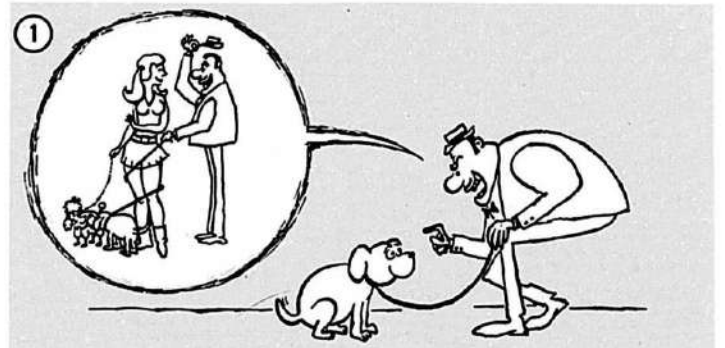
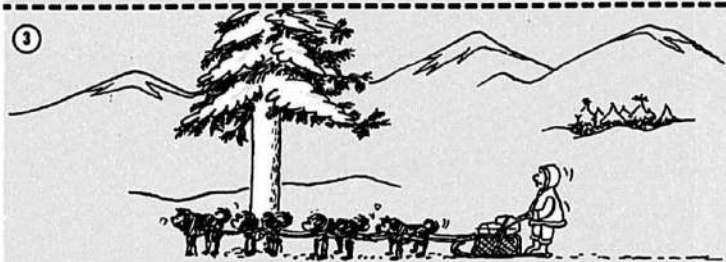
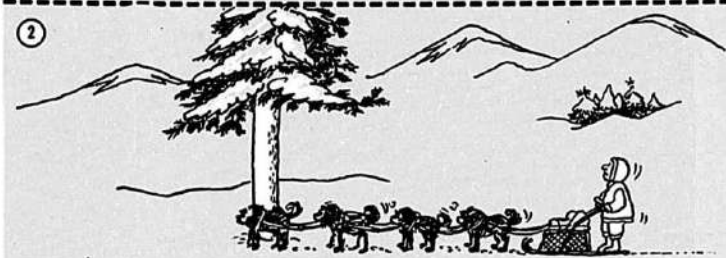
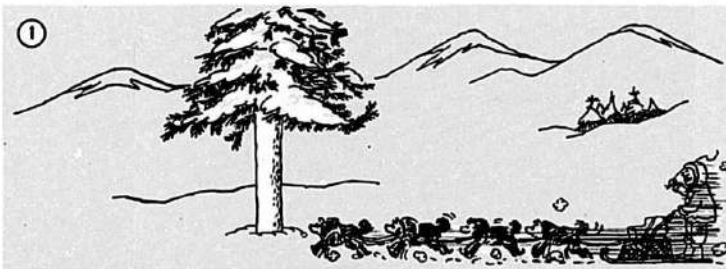


AT DOGS



WRITER & ARTIST **SERGIO ARAGONÉS**

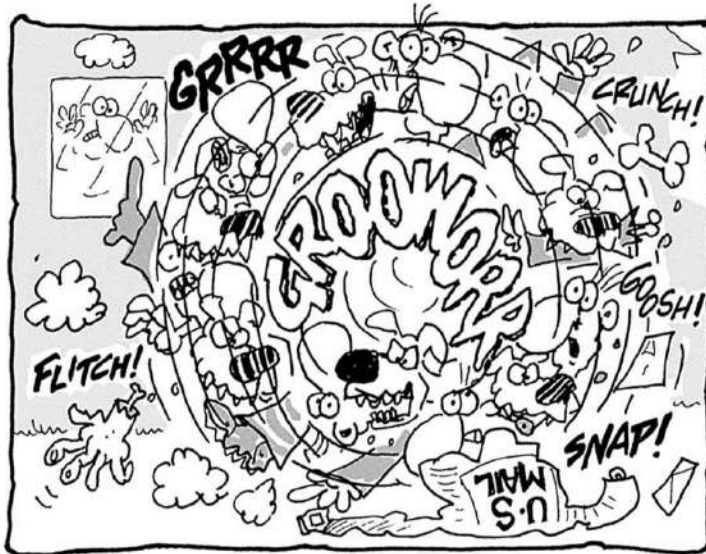






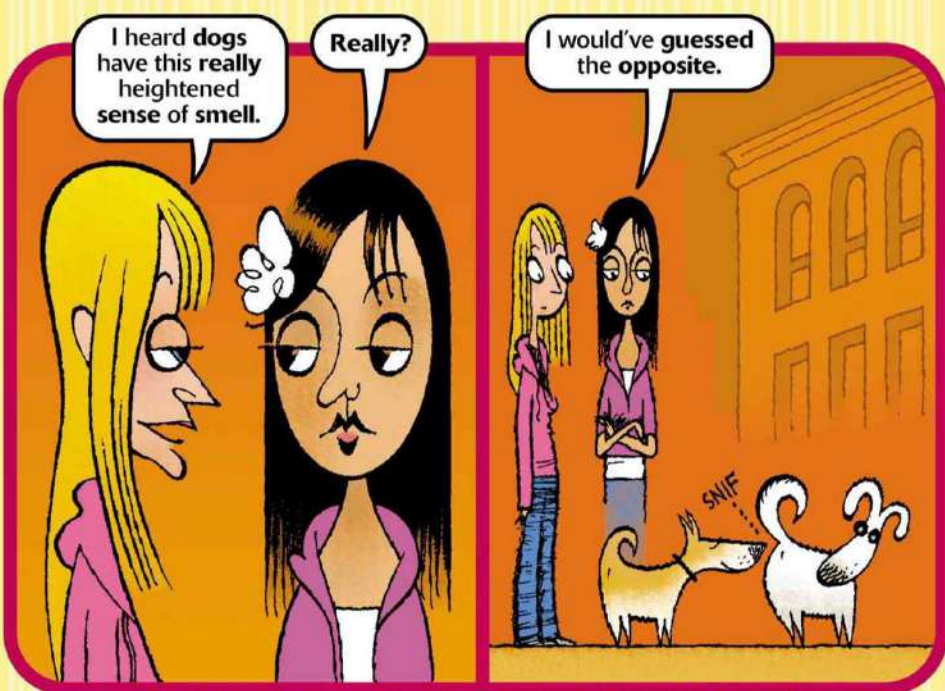
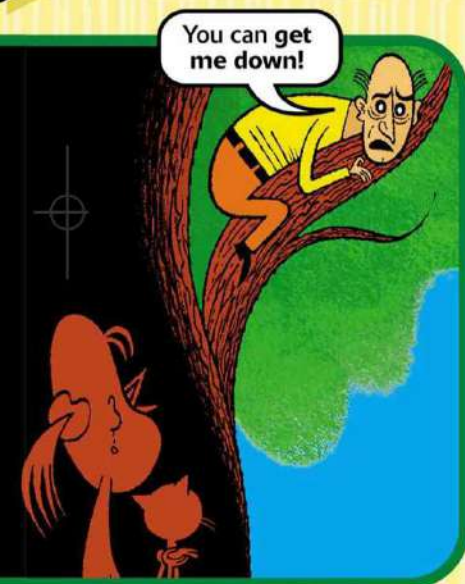
THE PROVERBIAL POSTAL/POOCH PARABLE PART I

WRITER & ARTIST DUCK EDWING





PETS

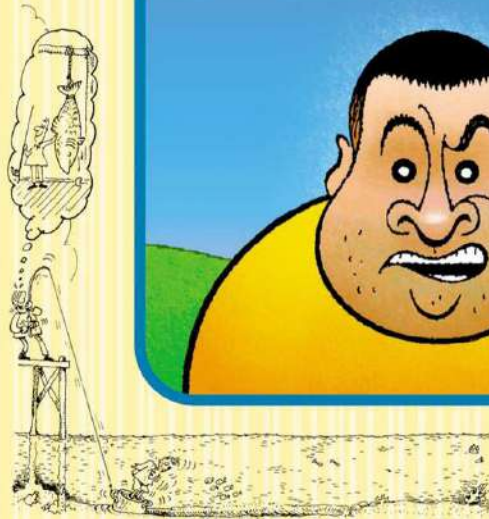


WRITER **STAN SINBERG** ARTIST **MARC HEMPEL**





ORIGINALLY PUBLISHED IN MAD #498, FEB 2009





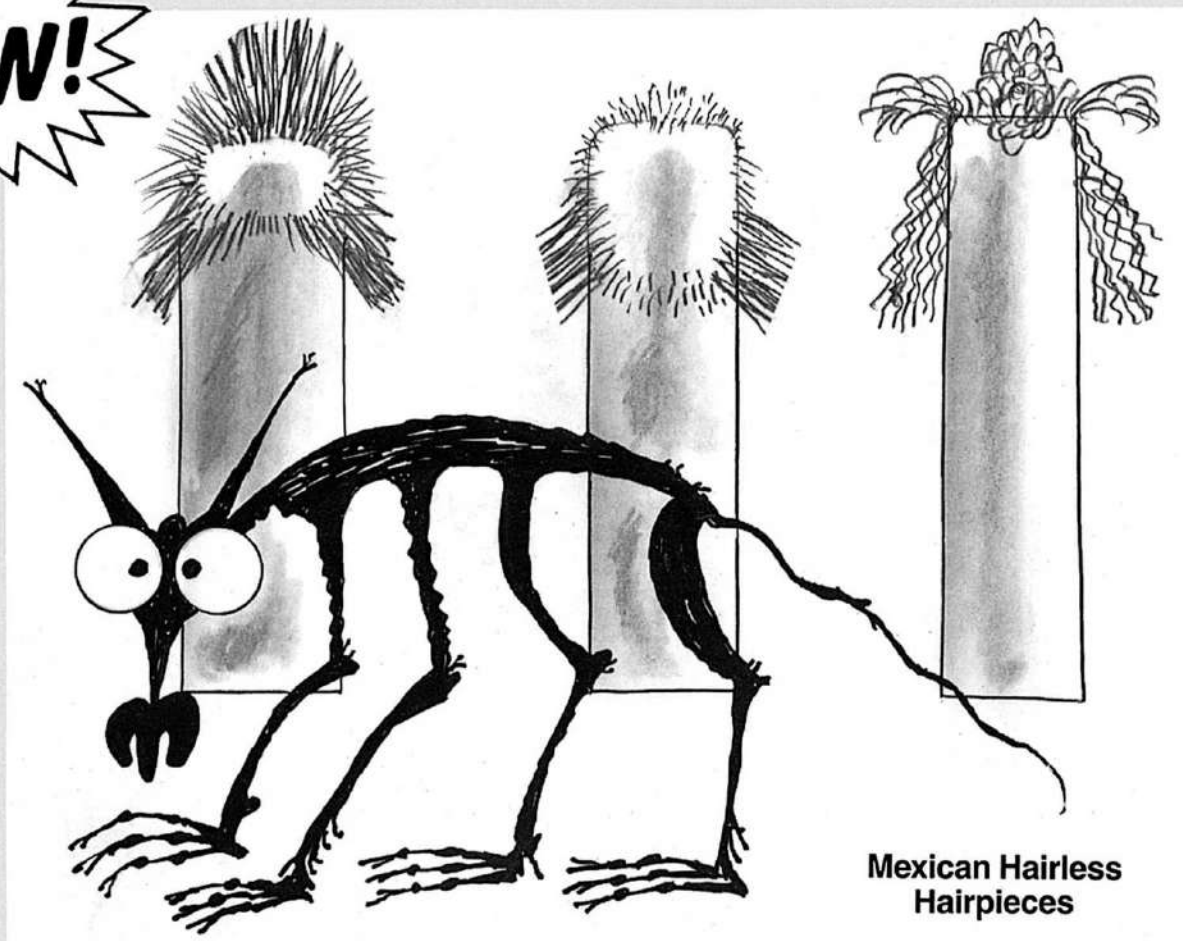
For The Pet That Has Everything And Wants More®

PPP INDUSTRIES

GIFT CATALOG FOR SPOILED ROTTEN PETS



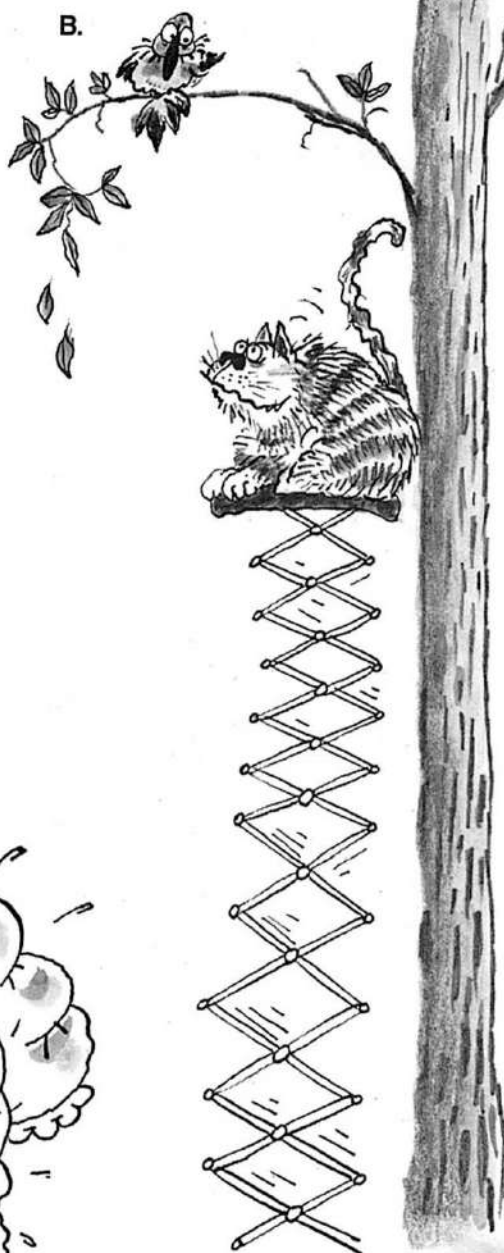
NEW!



ALSO:

**Polka Dot Warm-up Suits for Dalmations...Imported
Ten-Speed Gerbil Treadmills...Trained Flea Circus
Sets for Puppies...Whirlpool Birdbath Accessories**

**AND
MORE!**



A. Whether coiled or slithering...For those cold-blooded moments of warmth...Slip your snake into one of our **Snake Warm-Up Sweaters!** Woven from a luxurious blend of soft nylon/orlon tubesocks and bicycle inner-tubes, each sweater provides a snug, body-hugging fit to enhance your reptile's slinkiness. Available in turtle or V-neck. For size, measure from fangs to rattle.

#Hsss-0316 Asp (Sm) ..\$24.95

#Hsss-0318 Copperhead (Med) ..\$48.95

#Hsss-0320 Boa Constrictor (Lrg) ..\$99.95

B. Put an end to the "stuck-in-a-tree-call-the-fire-dept." syndrome with the **Cat-Bird Seat™ Tree Lift!** Frisky felines need not worry as a silent motor quickly and easily raises their fully padded and plushly upholstered seat to within striking distance of their prey! Educational for kids, too! Easy to assemble (instructions in six Indo-European languages included).

#Cbsl-1800 Handcrank model ..\$499.99

#Cbsl-1900 Motor drive model ..\$750.10

C. Keep your puppy in yapping and snapping happiness with our **Inflatable Mailman Doll!** When fully inflated, it looks like a mailman, smells like a mailman and most importantly—tastes like a mailman! Made from durable 5-ply military grade plastic, all models are guaranteed chew and puncture proof! Approved by the U.S. Postal Service.

#Pfft-0022 mailman ..\$48.95

Also available:

#Pfft-2505 newspaper boy ..\$48.95

#Pfft-7825 meter reader ..\$48.95

#Pfft-4910 Jehovah's Witness...\$48.95

D. At last, *real* relief for your Sheepdog, St. Bernard, Doberman or other heavy-legged canine with the **Leg-Support Hydrant.** At the first sign of "moisture" an ingenious micro-processor-driven gear system is set in motion, providing much needed balance and support to your otherwise three-legged friend! Easy to carry, this durable, rustproof hydrant comes in either fire engine red or day-glo yellow. Never needs oiling!

#PP-1314 ..\$125.75



E. Attention, water-shy sport dog owners! Now your beloved setters and retrievers can point without getting their paws muddy and wet with our **Portable Pointers™ Hunting Set!** No more standing frozen on three legs with their tails in the air...water resistant polystyrene signs do all the work! Easy-to-carry arrows are emblazoned with large typefaces for nearsighted hunters. Available in three sets of six signs each.

#Dcoy-1010 Waterfowl...\$79.99
#Bamb-1212 Small game...\$89.99
#Xcon-1414 Prison Escapees...\$99.99

F. Bone of the Month Club—Imagine the happy sight of your dog salivating uncontrollably as a mailman delivers a new assortment of gourmet bones to his doghouse every month! Here's what you get:

Jan: Imported Himalayan Yak Bones
Feb: Choice Selection of Bullfight Losers
Mar: Glorious Bouquet of Spring Bones
Apr: Hickory-smoked Ham Bones
May: Bones of All Nations
June & Summer Special Assortment of
July: Bone Jams and Jellies
Aug: Succulent Ostrich Leg Bone
Sept: Supreme Bone Meal à la Pekinese
Oct: Six-Year-Old Aged-in-Dirt Marrow Bone
Nov: Vermont Turkey Dinner Leftovers
Dec: Holiday Cheer Moose and Elk Bone Feast.

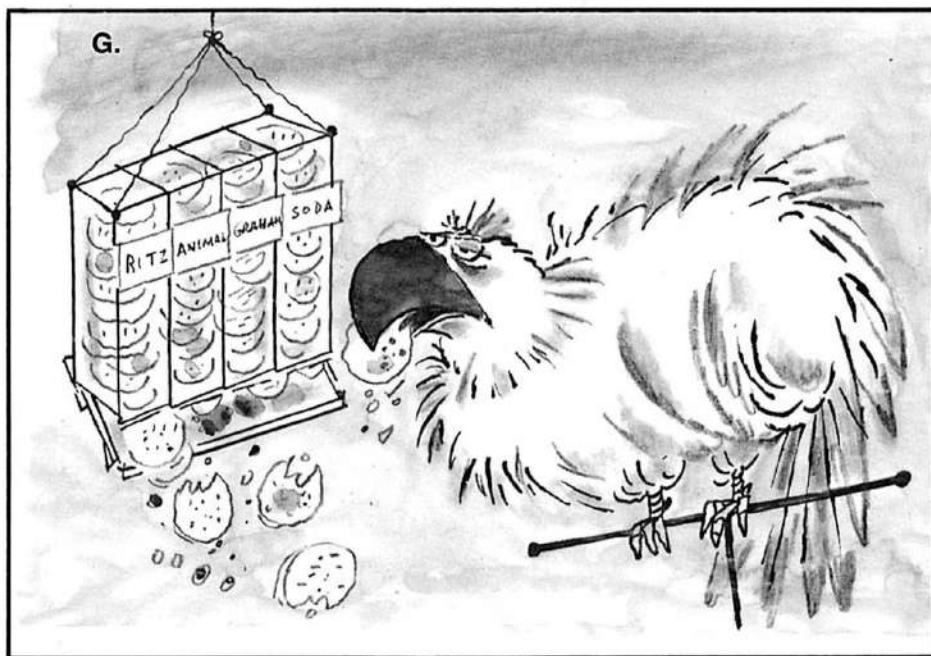
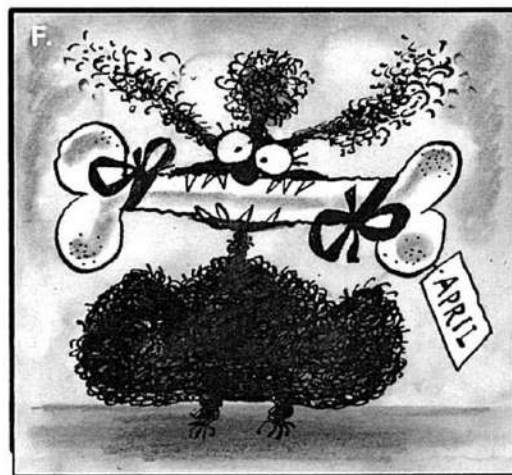
#Woof-2020 Choice of any six months...\$150.00
#Woof-2121 Full Year...\$299.99
#Woof-4032 Ten-Year Order...\$1,999.99

G. Give polly a break with our Automatic Cracker Dispenser! Your majestic bird will love you when he no longer has to perform cute tricks or beg just to get a lousy cracker. With this handy device, Polly can pick his own cracker from a variety of choices just a beak's reach away. Posh! Easy ceiling mount included.

#Ritz-1876 Empty dispenser...\$34.95
#Ritz-1928 Cracker Fillers...\$15.95 ea.
(specify Ritz, soda, graham or animal)

H. Keep your spoiled rotten pets trim and in shape with the Jane Fonda Pet Workout Tapes! Watch your pets slim down with these frisky aerobic exercises endorsed by Benji, Morris the Cat and Spuds MacKenzie, all of whom owe their good looks to the regular use of these unique tapes! Each 60-minute cassette includes jumping jacks, pushups and tail wagging sections.

#Pant-8804 Dogs...\$19.95
#Psss-8804 Cats...\$19.95
#Twee-8804 Budgies...\$19.95
#Glub-8804 Goldfish...\$19.95
#Gaag-8804 Ferrets...\$19.95



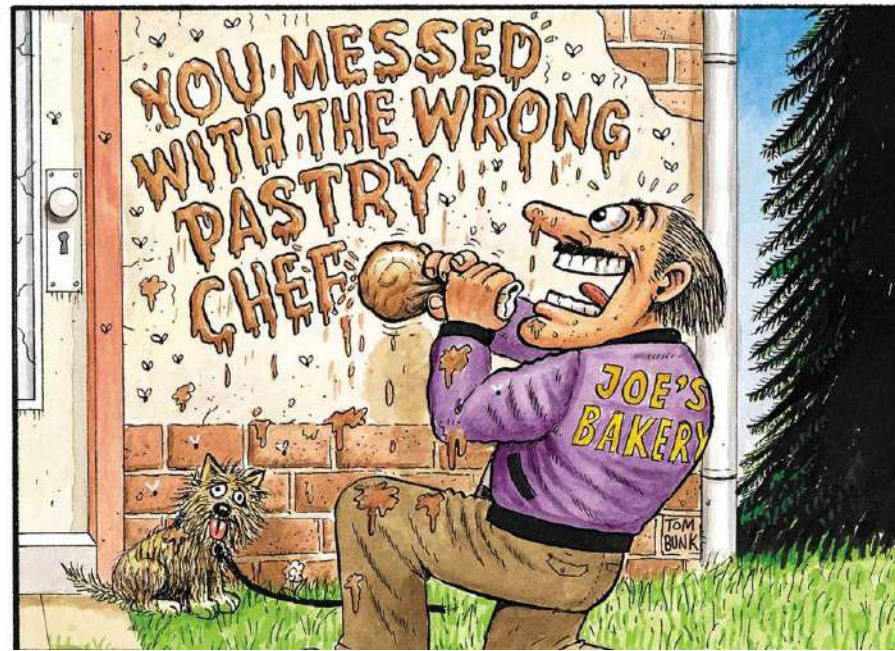
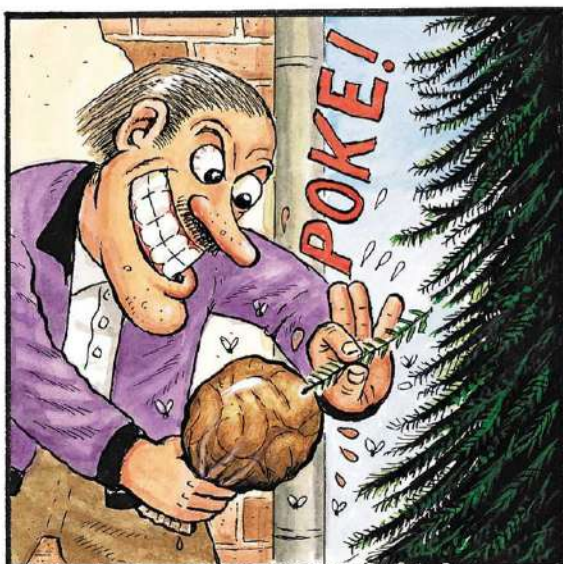
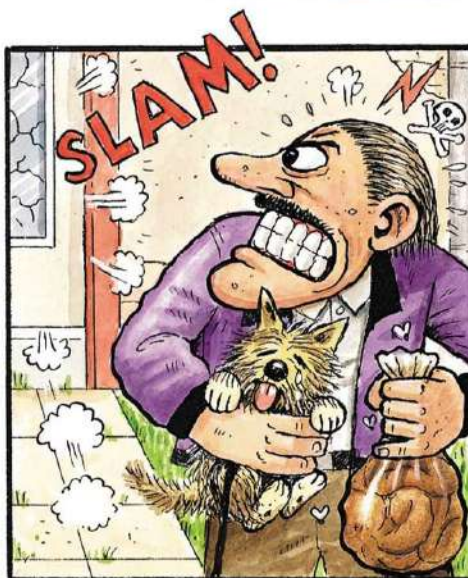
H.





RELEASE THE CRAPPIN' DEPT.

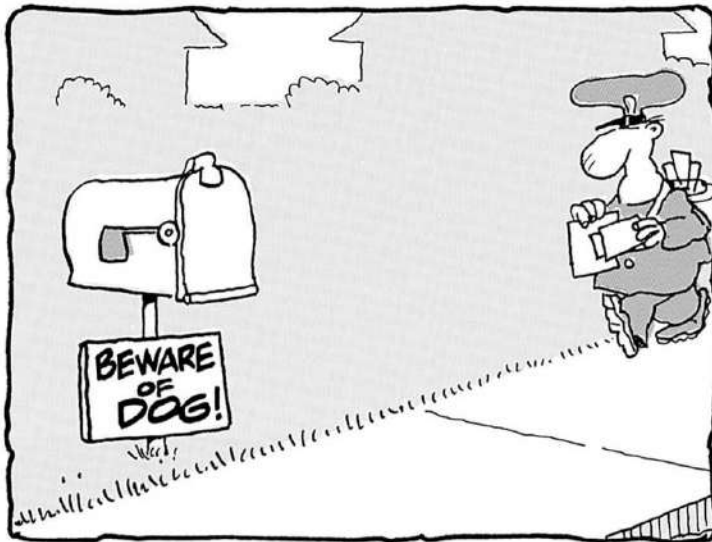
IT HAPPENED ONE MORNING





THE PROVERBIAL POSTAL/POOCH PARABLE PART II

WRITER & ARTIST DUCK EDWING





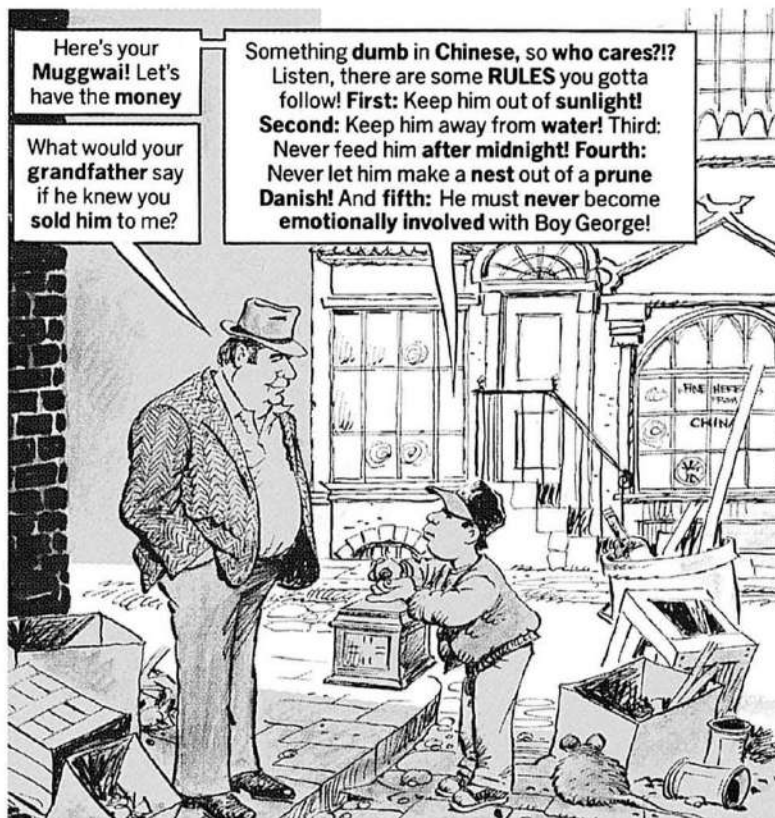
OUR CREATURES PRESENTATION DEPT.

Two summers ago, Steven Spielberg gave us "E.T.", a smash-hit film about a cuddly alien who has to withstand the villainies of us humans to get back home. This summer, Steven's come up with another smash-hit film—with an extra-added wrinkle. Oh, sure, there's a cuddly creature in it again! Why give up a good thing? But now, there are also a lot of evil creatures, too. And they're attacking us humans! But enough of this prose. Look at the pictures...and try reading MAD's version of...

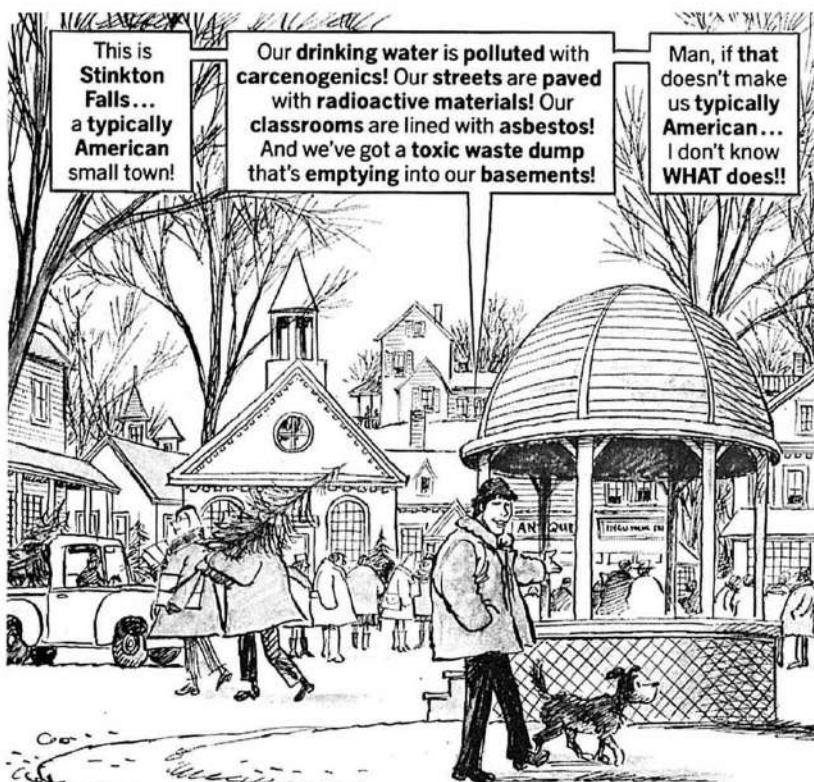
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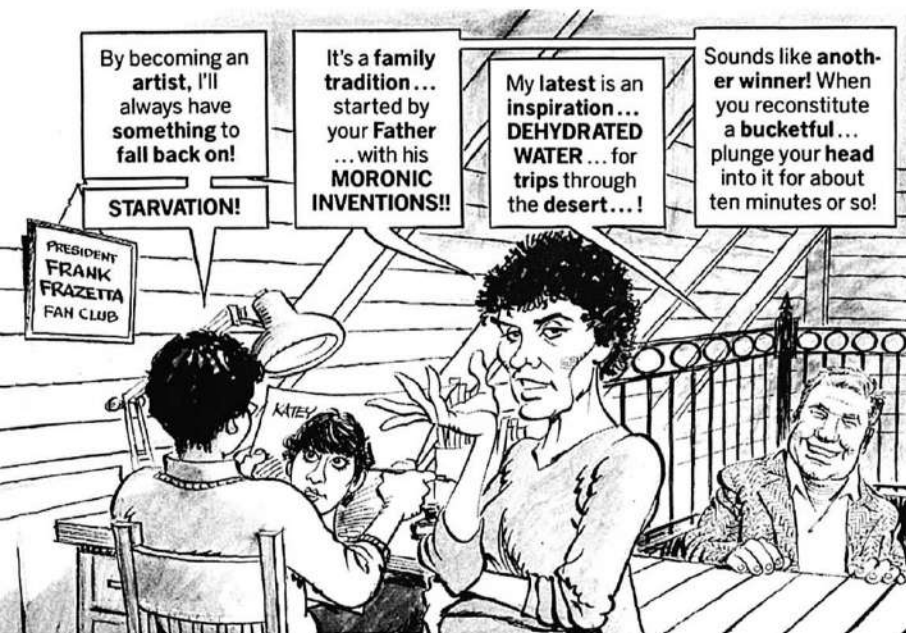


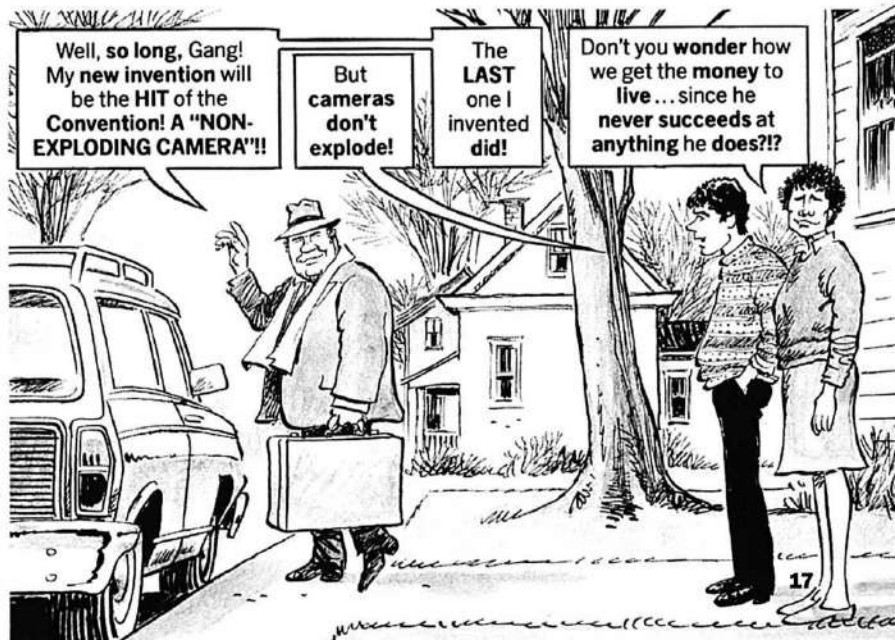
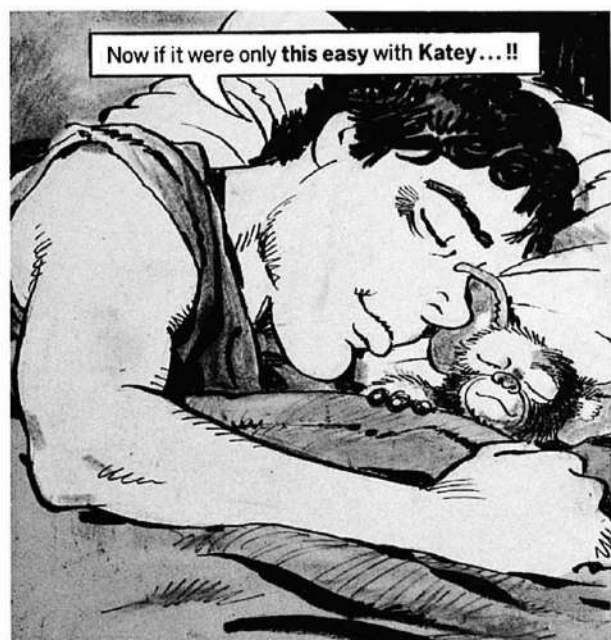
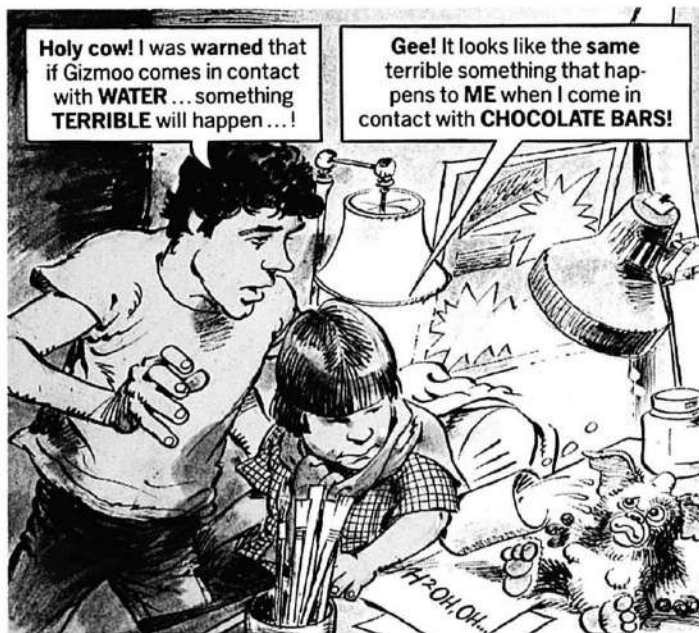
MILINS



WRITER **STAN HART** ARTIST **MORT DRUCKER**









Bilgy ... have you ever seen anything like this before?!

Not since "*The Invasion Of The Body Snatchers*" ... and "*Alien*"! Pods like this always mean that when they hatch, they're going to be nasty creatures!!



Look what they're doing to Gizmoo! Why are those newly-born Muggwais so unpleasant?

They watched John McEnroe play tennis on TV ... and now they're imitating him!



It's important that I offer you this candy!

Why?? Because the money we get for plugging all these commercial products in the picture helps pay for some of the production costs!!

Glitch?? Weet??



Yaaaahh! When you said you wanted to chew on some roughage, I didn't think you were talking about ME!!

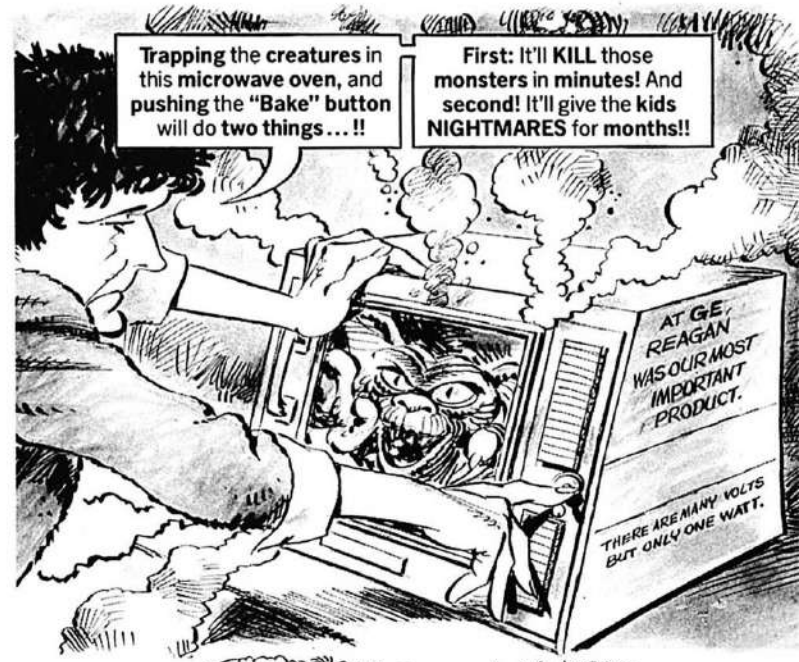


This stuff doesn't really taste that terrific! But ANYTHING's better than the food in the school cafeteria!!



Hey, stop jumping on me ... and breaking up the place!!

Where do you think you are...? At an office Christmas party???

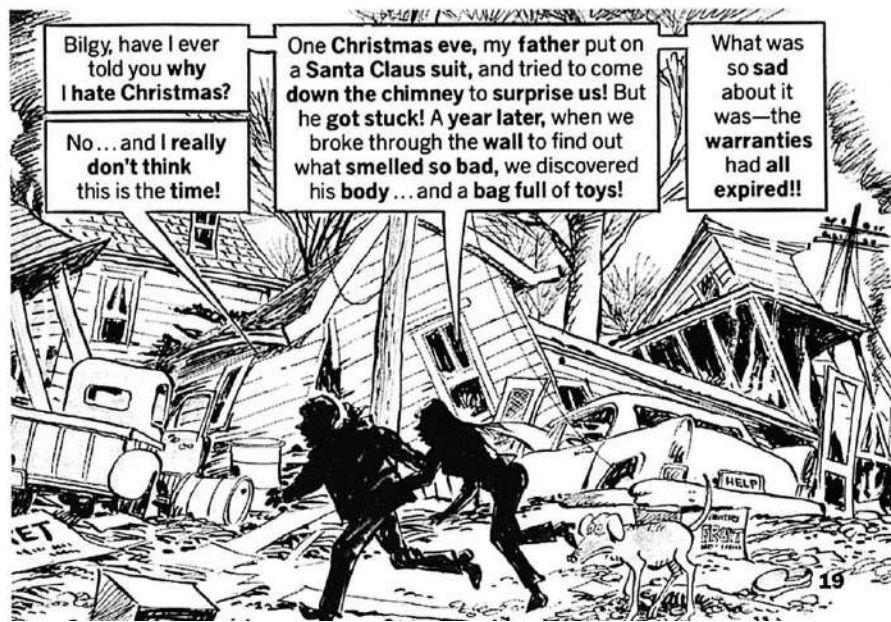


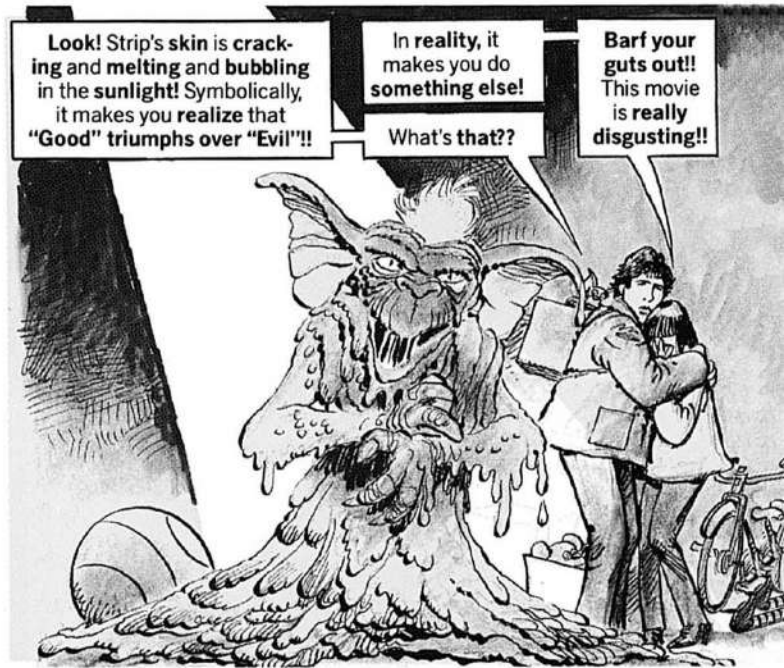
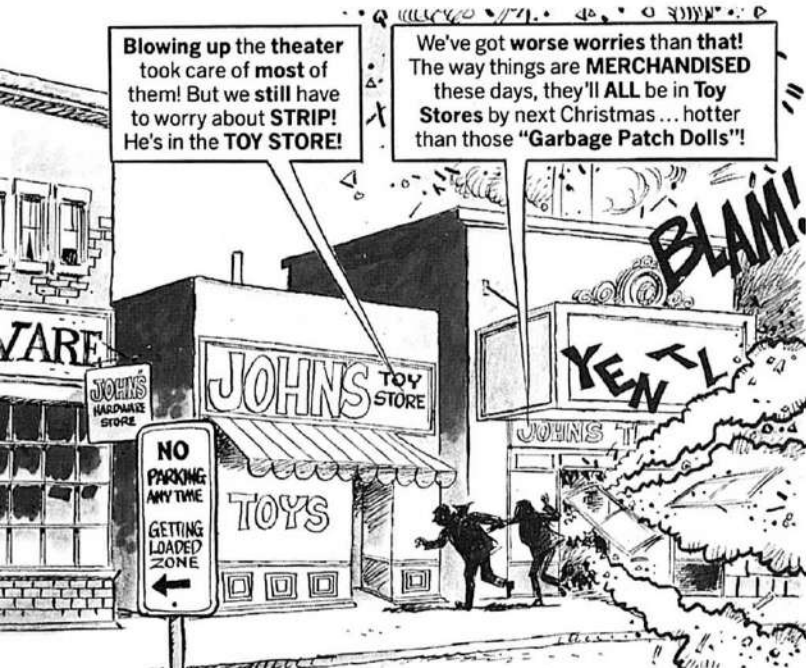
Trapping the creatures in this microwave oven, and pushing the "Bake" button will do two things ... !!

First: It'll KILL those monsters in minutes! And second! It'll give the kids NIGHTMARES for months!!

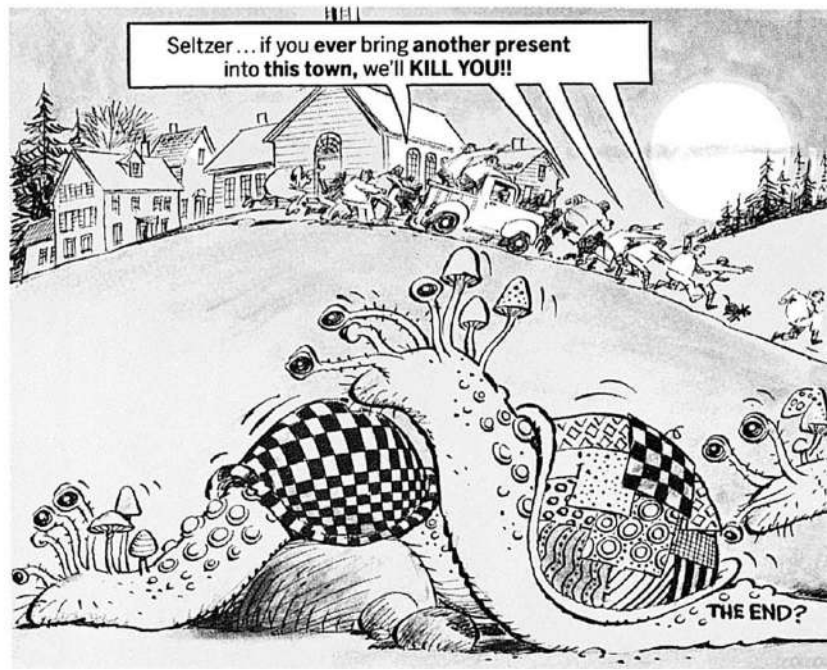
AT GE, REAGAN WAS OUR MOST IMPORTANT PRODUCT.

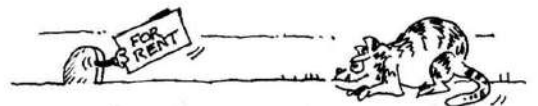
THERE ARE MANY VOLTS BUT ONLY ONE WATT.



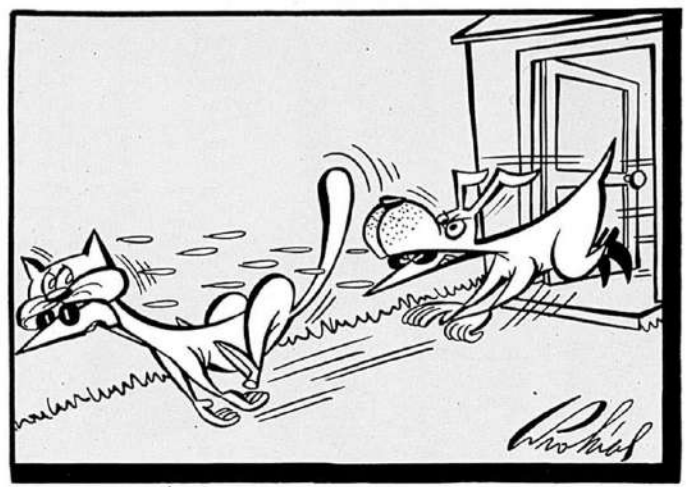
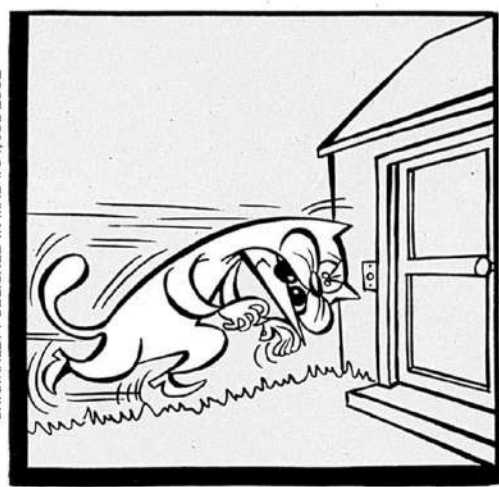
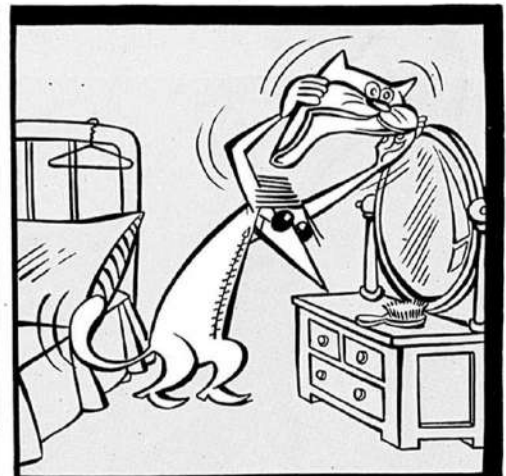


ORIGINALLY PUBLISHED IN MAD #249, SEP 1984





WRITER & ARTIST ANTONIO PROHIAS



ORIGINALLY PUBLISHED IN MAD #64, JUL. 1961



Some questions perplex us 'til the day we die! What is the meaning of life? Why do men have nipples? Will the anti-incumbency fever sweeping the nation threaten the re-election of Mayor McCheese?

AND...

WOULD IT KILL YOUR PET...?

WRITER **DESMOND DEVLIN**
ARTIST **BOB JONES**



WOULD IT **KILL** YOUR DOG



...to wait at least a half hour to lick your face after he's done cleaning his privates?

WOULD IT **KILL** YOUR DOG



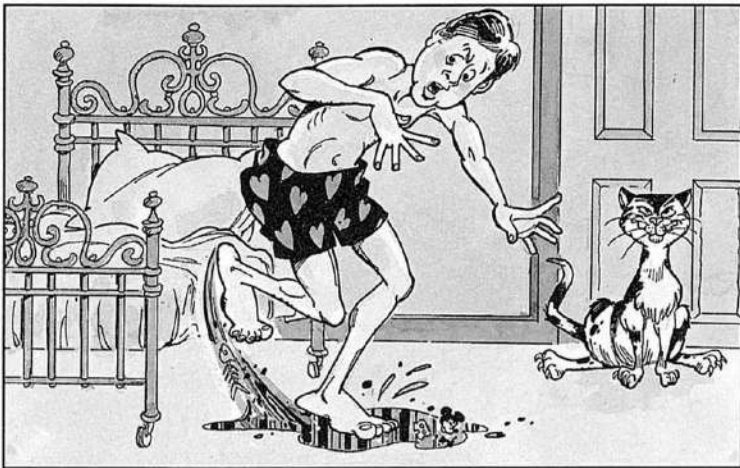
...to deduce statistically that burrowing under your bed-sheets and whining in no way reduces his chances of being struck by lightning during a bad storm?

WOULD IT **KILL** YOUR CAT



...to hop up on the bed five minutes after you're finished having sex?

WOULD IT **KILL** YOUR CAT



...to puke two feet to the left of where you step out of bed each morning?

WOULD IT **KILL** YOUR DOG



...to not look so friggin' interested while you're going to the bathroom?

WOULD IT **KILL** YOUR CAT



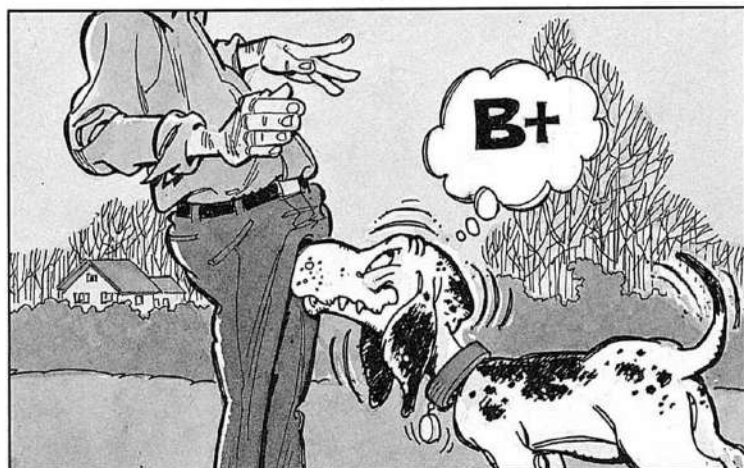
...as long as she's sleeping 85% of the day anyway, to at least make the effort to coordinate her tricky schedule with the rest of the family's?

WOULD IT **KILL** YOUR DOG



...to learn the subtle differences between a knife-wielding psychotic sneaking in to disembowel you, and a visit from your mom?

WOULD IT **KILL** YOUR DOG



...to go through life without finding out for certain exactly what everybody's crotch smells like?

WOULD IT **KILL** YOUR CAT



...to assume if the vacuum cleaner hasn't actually attacked him in the last six years, it probably isn't "biding its time"?



A MAD LOOK A



I think we spoil our kids by giving them everything they ask for!

Like what?
Like my daughter! She wanted a pony for her birthday!

It's nice for a kid to have a pony to ride around on!
In an apartment?!

I think he's cute—but my wife can't stand him!

What does he do that's so cute?

Yesterday, he took a pair of my wife's shoes and dragged them all over the house!

What's so cute about that?
My wife was still in them!!

How can you feel anything for a creature who never shows affection, who never obeys you, who's always indifferent, and who won't even jump into your bed and cuddle with you?!

Just watch what you're saying, buster!!
I'm sorry! I didn't mean to insult your cat!

My CAT?! I thought you were talking about MY WIFE!!

We bought this Ant Farm to show our kids how industrious these little fellows are!

To set a good example, eh? Did it work?

Nahh! The kids just sit around all day and watch them work!

Owning a Myna bird can be very embarrassing!

When company comes, the bird insists upon counting from one . . . up to fifty!

My twelve year old son can only count up to ten!

Really? How come?

What's so embarrassing about that?

Can't stop to chat now! I'm in a terrible hurry!

Where are you going?
First the hairdresser, then the manicurist, then to have a new fur coat fitted!

How come you're getting all dolled up?
Not ME! Poopsie!!

But a monkey is really a wild animal! Where do you keep him?

In the kids' room!

Gee, the place must be so messy and smelly and disgusting!

Yeah, but the monkey doesn't seem to mind!

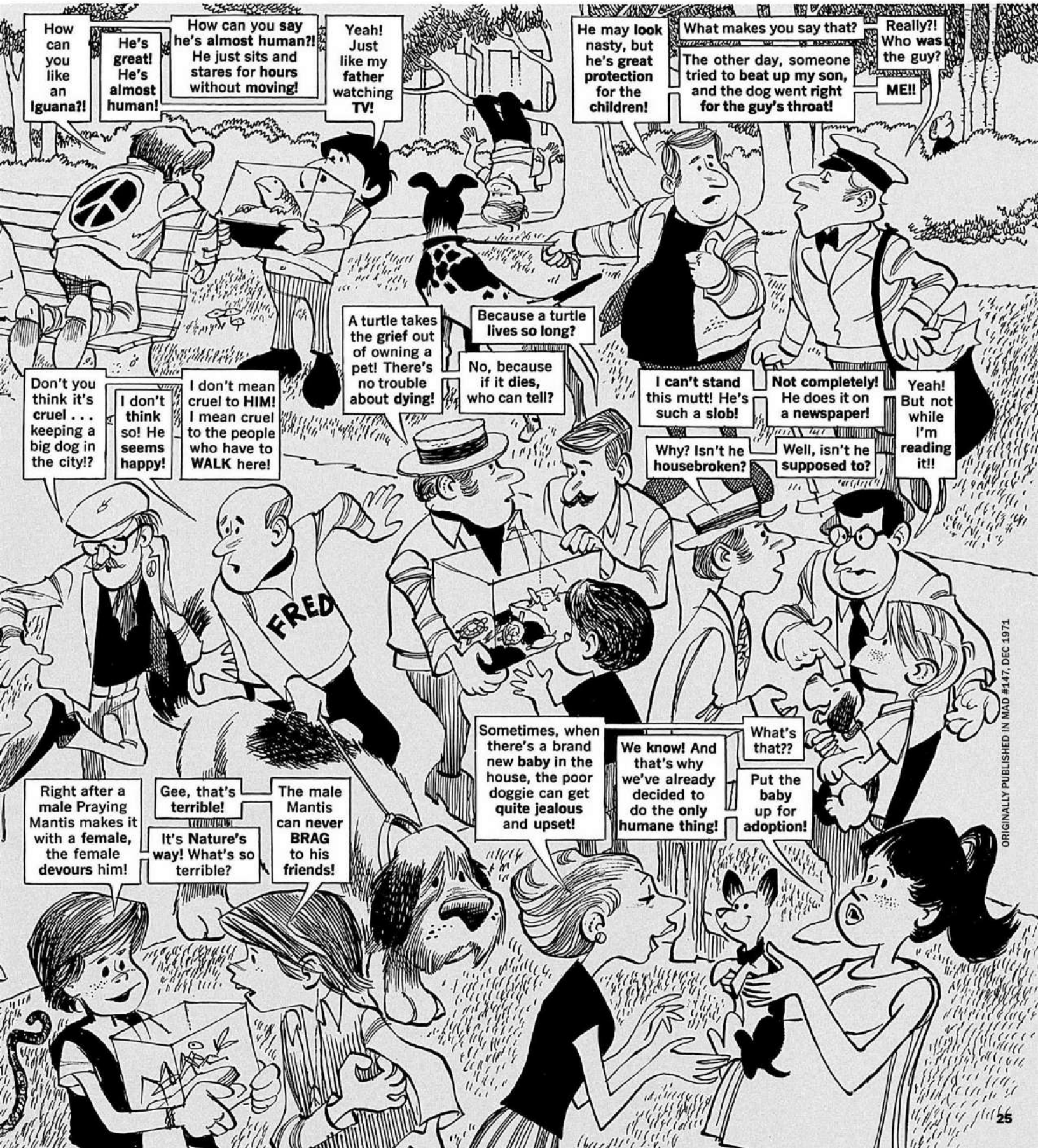
Clarke



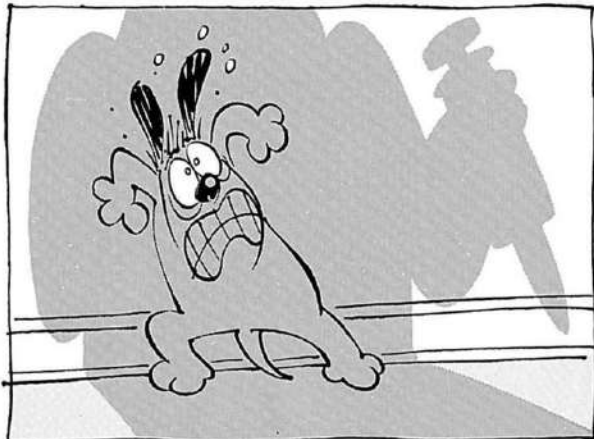
T PET OWNERS

WRITER STAN HART

ARTIST BOB CLARKE

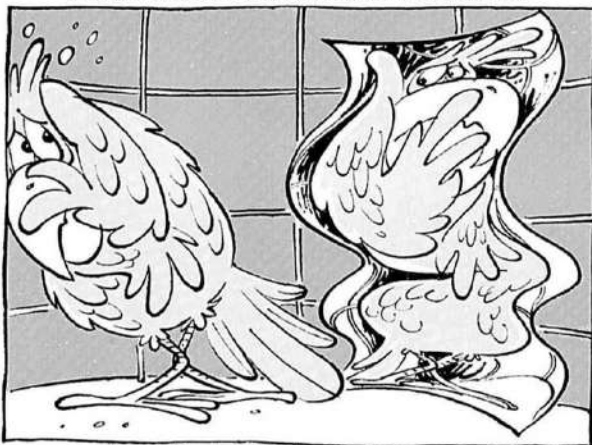


LIFE-SIZE INFLATABLE VET



Guaranteed to scare the daylights out of that misbehaving hound or feline! 6 foot tall, rubber veterinarian is armed with realistic-looking, jumbo-sized hypodermic needle! Will have your pet huddled and quaking in the closet for days!

BIRDCAGE FUNHOUSE MIRROR



A perfect trick to play on parrots and other birds! Distorts their reflection to make them think they've got six beaks and freakishly twisted wings! Forget the crackers, after this, "Polly want a plastic surgeon!"

WEIGHTED DOG BONE



Looks like an ordinary chew bone, but feels more like a barbell! You'll laugh yourself silly as you watch that varmint strain to pick it off the ground! Drives 'em nuts!



WHEN BEAST MEETS JEST DEPT.

Most people love pets, but there is a small, infinitesimal segment of the population that have no sense of humor. However, a teeny-weenie segment of this segment...

PRACTICAL FOR THE P

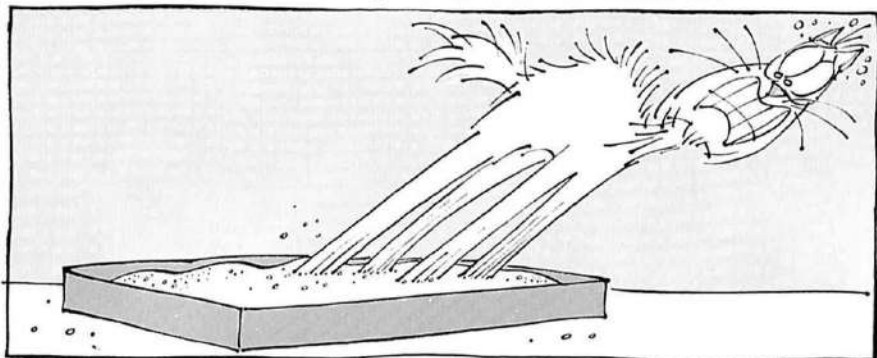
WRITER FRANK SANTOPADRE

FOAMING SQUEEZE TOY



The ultimate canine gag! Fill this innocent looking toy lamb-chop or ball with shaving cream and wait for the fun to begin! When your unsuspecting pooch takes a bite he'll be convinced he's as rabid as a wild raccoon and heading right to the pound!

HILARIOUS "QUICKSAND" LITTERBOX



Gives cats the scare of their nine lives! Chemically unstable litter compound harmlessly dissolves beneath Tabby's feet, convincing him he's sinking fast! The perfect payback for all those 5:30 wake-up calls he's given you throughout the years!

BOOMERANG FETCHING STICK



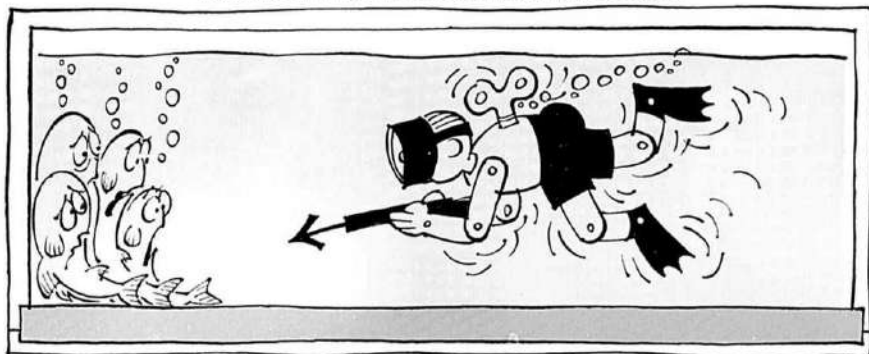
Add a little levity to that dull game of fetch! The instant Fido takes off after the stick, BINGO! It's right back in your hands! Keep him running around in circles all day if you want to! A riot!

t of the population which does not. Of this miniscule segment, most
s segment does! It's with these three people in mind we present...

JOKE ITEMS PET HATER

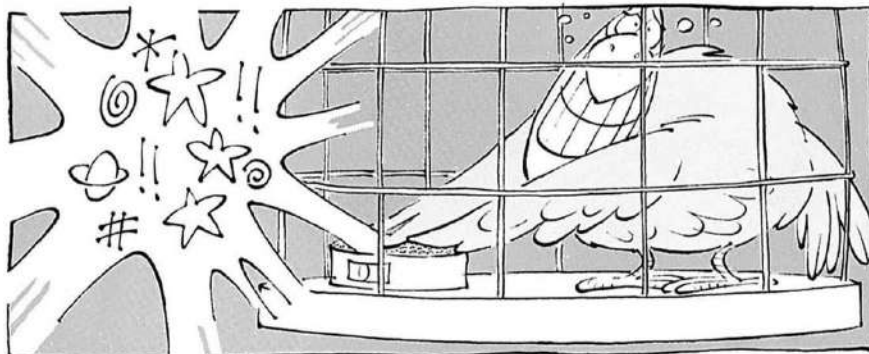
ARTIST PAUL COKER, JR.

AWFUL AQUARIUM ACCESSORIES



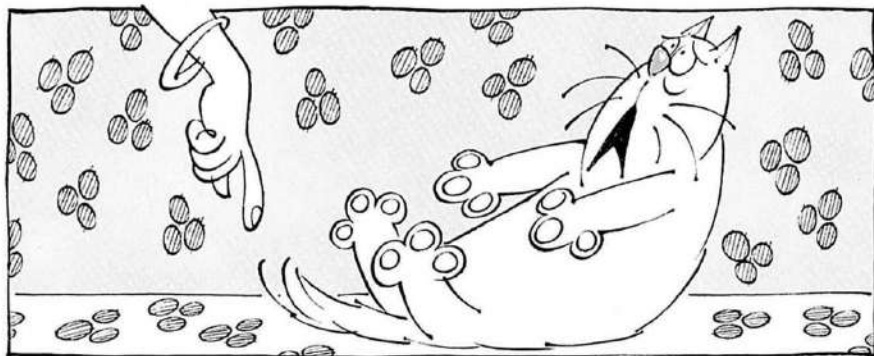
Just drop these realistic-looking figurines into the tank and watch the commotion as panic-stricken fish swim for their lives! Choose from "Hungry Tiger Shark," "Diver with Spear Gun" or "Leaking Oil Tanker." It's too funny!

NAUGHTY PARROT VOICE



Feathers will fly when you hide this vulgarity-spewing device in Polly's cage! So cover your ears but not your eyes, or you'll miss seeing the mortified owner return that "foul-mouthed bird" right to the pet store! Available in 12 languages, including Pig Latin!

MUDDY PAW PRINT STAMP



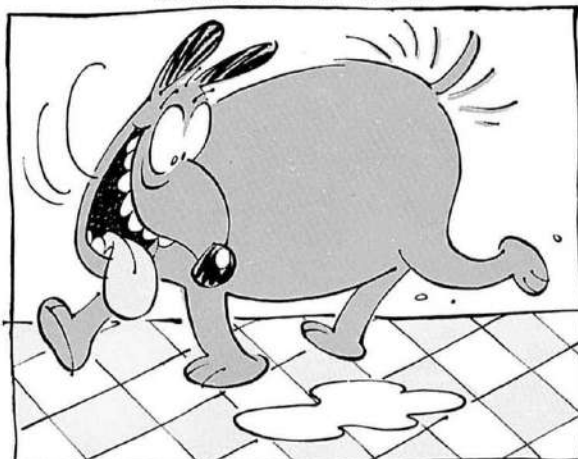
Press this novel, ink-filled rubber stamp on walls, counter tops, bedspreads or the dinner table! The enraged pet owner will bawl out that utterly befuddled dog or cat while you bawl with laughter!

WACKY DOG TAGS



A great gag idea! These hilarious I.D. tags are sure to get a swift reaction from anyone who reads them! That mutt will regret the day he escaped from the backyard!

FAKE SPILLED MILK



Funnier than fake vomit! Place it on the floor and watch hysterically as perplexed dogs and cats try in vain to lap it up! Meat gravy, chocolate syrup and spaghetti sauce also available! A must for every kitchen floor!

FAKE "SHAKE-HANDS" HAND



Just ask that clever pooch of yours to "shake" and get ready to bust a gut! The instant you take hold of his paw, your own "paw" falls off! Sends 'em into a panic! A real scream!



If you have a pet, you probably think you're a great pet owner just because you walk your dog or scoop your cat's litter box. But that's a conclusion based on human standards. What about your pet's standards? We hate to break it to you, but animal standards are very different, as you'll see in...

SOME OF YOUR PET'S PEEVES

VIV'S PEEVE: You leave a lot to be desired in the bedroom.



Hey, I'm layin' up here and your breath stinks like a homeless person's. I lay down there and it's all "feet smell" and farts. And when I stretch out an eighth of an inch, you start bitchin' that you don't have enough room! You really need to take a Valium — and while you're at it, take somethin' for that annoying restless leg B.S. too!



MCMUFFIN'S PEEVE: You really need to look up the word "gratitude" in the dictionary.



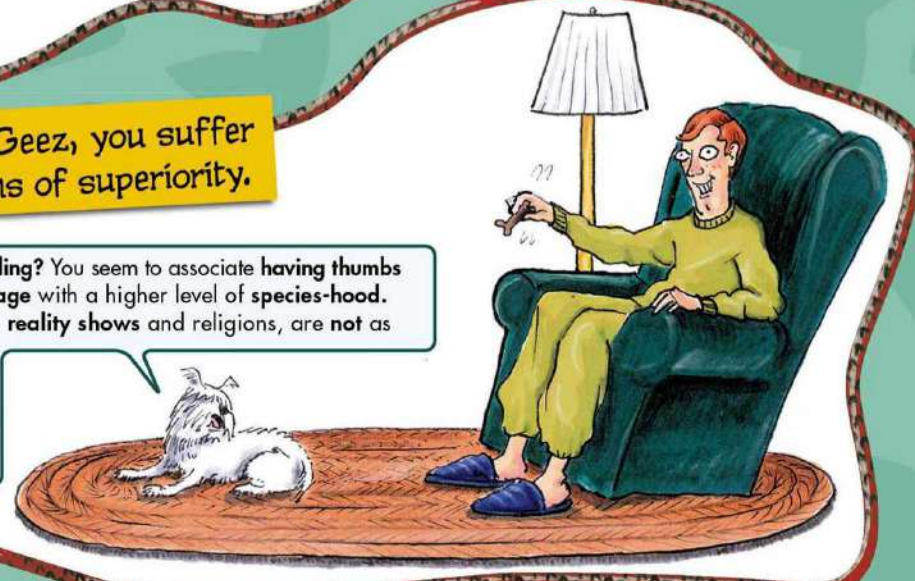
What the —? I present you with the fruits of my superior hunting and gaming skills and all you can do is respond with an ugly display of revulsion and disgust? Oh, and the Febreze? Salt in the proverbial wound!



CHEWZ'S PEEVE: Geez, you suffer from pitiful delusions of superiority.



Beg? Me? Are you kidding? You seem to associate having thumbs and a spoken language with a higher level of species-hood. False! You, with your reality shows and religions, are not as evolved as me! You merely have a different skill set! Now please freshen that dreadful water bowl.



BEATRICE'S PEEVE: You have a morally bankrupt value system.



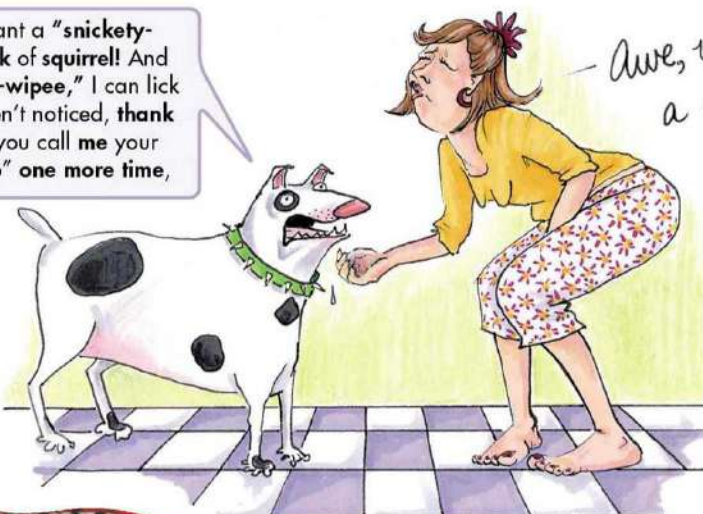
Give me a break, dude – it's just a couch! It's not like I shredded your aorta or somethin'! Is a piece of furniture more important than happiness? Or satisfaction? Or are you just one of those narcissistic, shallow morons who prize possessions above everything else? I think one of us needs to get more in touch with his spiritual side!



WRITER & ARTIST
TERESA BURNS PARKHURST

BING'S PEEVE: I'm 108 years old, I can haul a wagon fulla cinder blocks with my bare teeth and you're still talkin' to me like I'm a freakin' baby!

No, dammit, I don't want a "snickety-snack," I want a raw hunk of squirrel! And no, I don't need a "hiney-wipee," I can lick my arse in case you haven't noticed, thank you very much! And if you call me your "bestest wittle woofy boo" one more time, I swear I'm gonna piss all over your stupid scrapbooking crap!



Awe, who's bein' a grumpus wumpus!



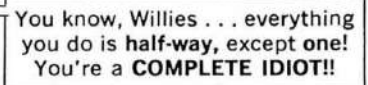
CHICO'S PEEVE: You have no appreciation for the finer things in life.

Hey, when I take the time and energy to sniff out a delectable pile of human waste, or, say, some woodchuck intestines at the perfect stage of decomposition and then proceed to do the only sensible thing – smear myself in them thoroughly – I'd really appreciate a congratulatory high-five rather than you going apesh*t and throwing a conniption!

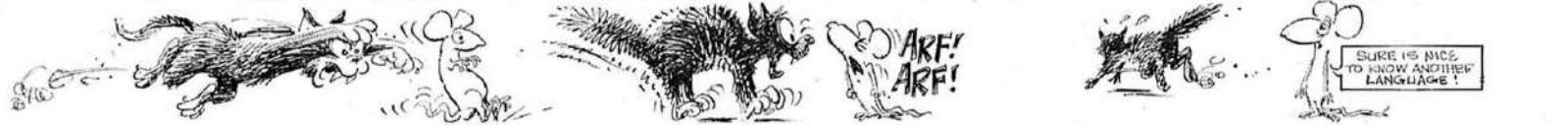


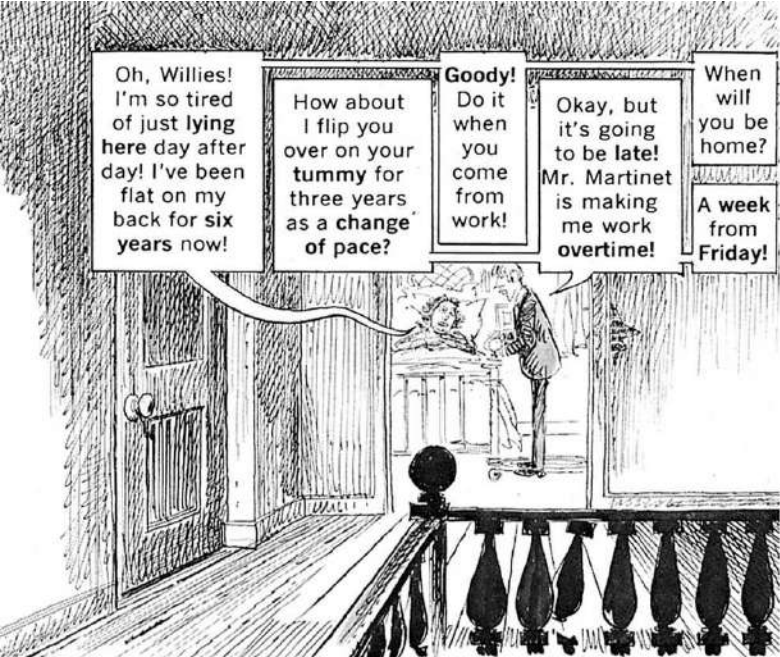
Every once in a while, a movie comes along that makes you feel crawly all over! Every once in a while, a movie comes along that's so disgusting, it makes you climb the walls . . . that's so nauseating, it makes you scream in hysteria . . . that's so sickening, it makes you run from the theater, retching. We're talking, of course, about "Love Story"! But since we did that one already, here is MAD'S version of another recent movie . . . one that simply gives you the . . .

WRITER DICK DEBARTOLO ARTIST MORT DRUCKER



Willies





Oh, Willies!
I'm so tired
of just lying
here day after
day! I've been
flat on my
back for six
years now!

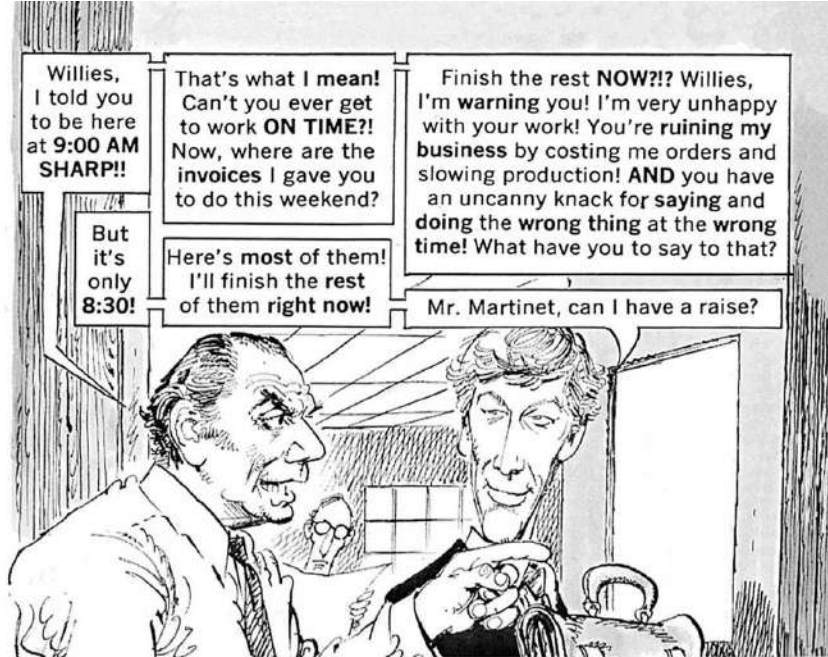
How about
I flip you
over on your
tummy for
three years
as a change
of pace?

Goody!
Do it
when
you
come
from
work!

Okay, but
it's going
to be late!
Mr. Martinet
is making
me work
overtime!

When
will
you be
home?

A week
from
Friday!



Willies,
I told you
to be here
at 9:00 AM
SHARP!!

But
it's
only
8:30!

That's what I mean!
Can't you ever get
to work **ON TIME**?!
Now, where are the
invoices I gave you
to do this weekend?

Here's most of them!
I'll finish the rest
of them right now!

Finish the rest **NOW**?!! Willies,
I'm warning you! I'm very unhappy
with your work! You're ruining my
business by costing me orders and
slowing production! **AND** you have
an uncanny knack for saying and
doing the wrong thing at the wrong
time! What have you to say to that?

Mr. Martinet, can I have a raise?



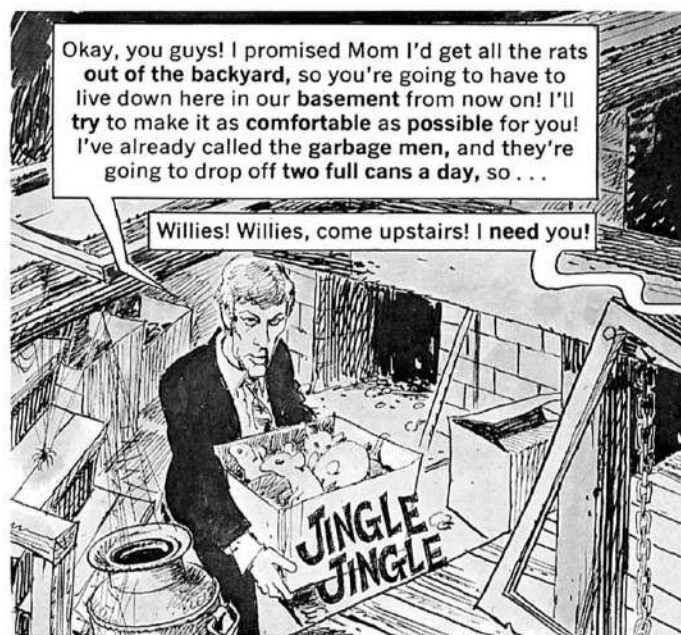
I'm giving you one
last chance, Willies!
I've graciously hired
a temporary girl . . .
who I'm paying out
of your salary . . .
to help you! Now, ship
up, or shape out!!

That's
the first
thing
anyone
ever said
to me that
makes
sense!

Hi! I'm your new
office temporary!
Gee, everyone
around here sure
is tough on you!
Oh . . . you can
call me "Jo Ann"!

Okay, but what's
your name?

Hmmmm! Maybe
there's a good
reason they're
all tough
on you!



Okay, you guys! I promised Mom I'd get all the rats
out of the backyard, so you're going to have to
live down here in our basement from now on! I'll
try to make it as comfortable as possible for you!
I've already called the garbage men, and they're
going to drop off two full cans a day, so . . .

Willies! Willies, come upstairs! I need you!



JINGLE
JINGLE



Willies, please come here!



JINGLE
JINGLE



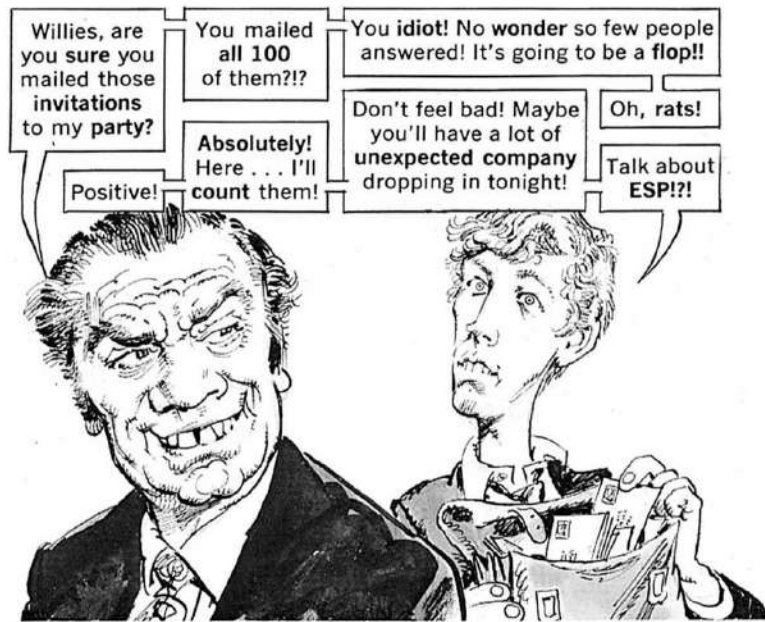
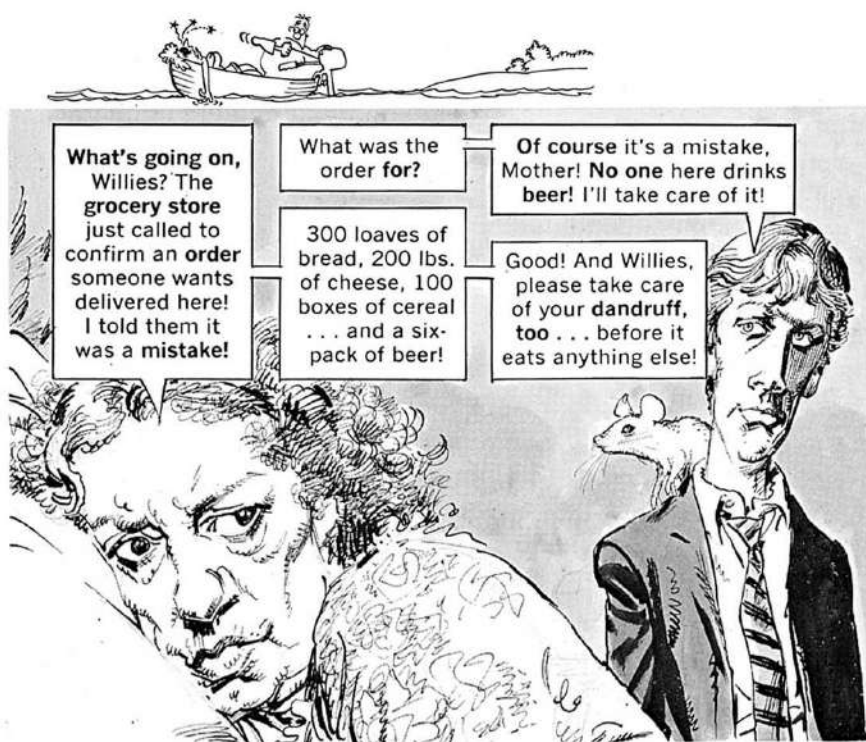
Willies . . . are you coming?



Willies . . . gasp . . . I'm . . .
exhausted . . . gasp . . . from
ringing this . . . bell . . .

I came as quickly
as I could Mother!
What's wrong!



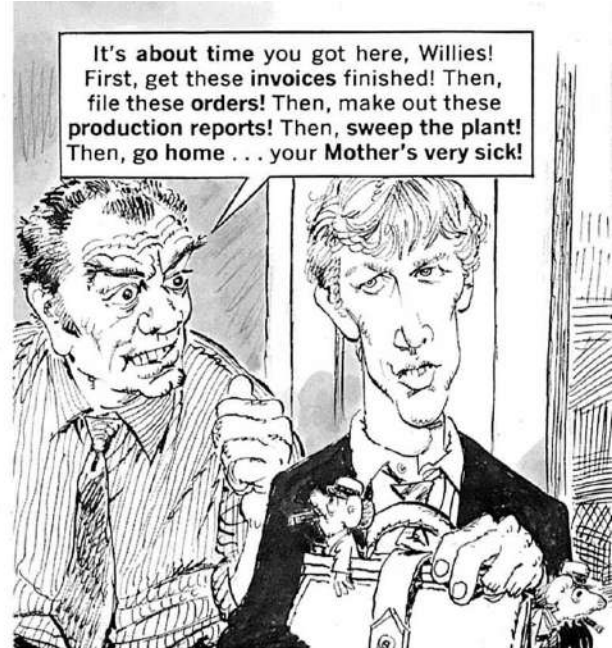




You all did a great job last night! And today, instead of leaving you all home, I'm going to take Bem and Socratty to the office with me! They'll fit right in with the rats that work there! So... into this attache case, you two...



Smart?!? Hoo-boy, are they smart!!



It's about time you got here, Willies! First, get these invoices finished! Then, file these orders! Then, make out these production reports! Then, sweep the plant! Then, go home... your Mother's very sick!



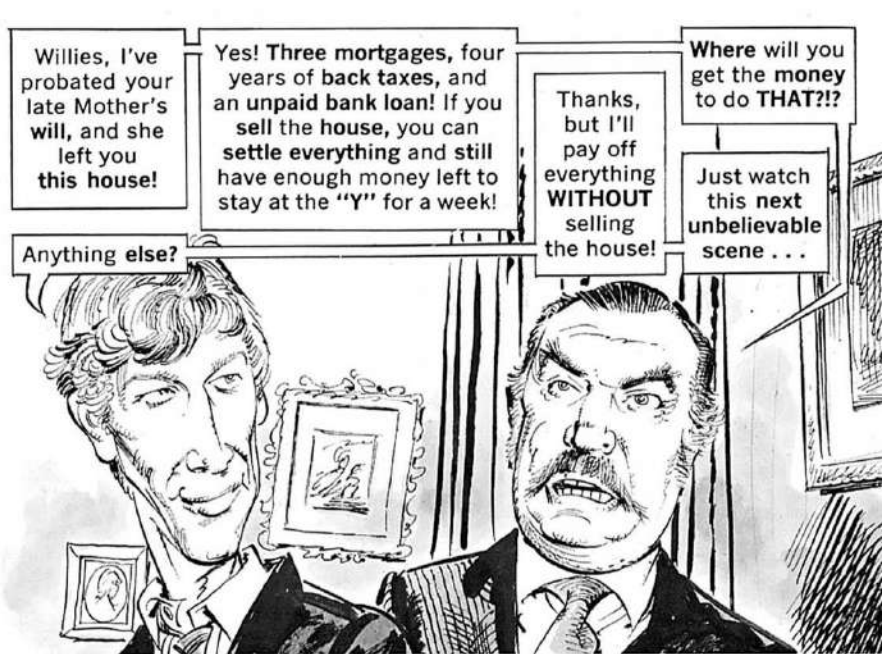
Wh-what happened to my Mother?

Don't hand me that! She hasn't had a boyfriend in years!

No—she DIED! And her last words were, "Charlatan, take care of Willies!"

Boy! Talk about your "SPITE"! Well, I don't want you here! Get out!! I can handle everything myself! Just—uh—just help me get this door open!

Willies, she went to meet her maker!



Willies, I've probated your late Mother's will, and she left you this house!

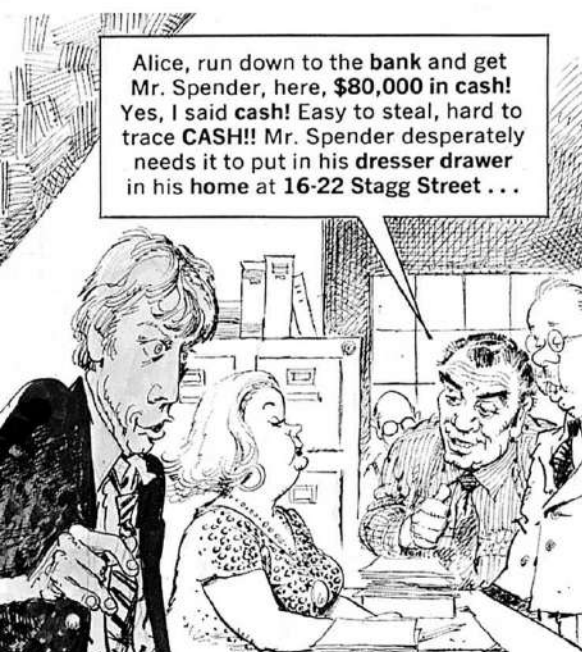
Yes! Three mortgages, four years of back taxes, and an unpaid bank loan! If you sell the house, you can settle everything and still have enough money left to stay at the "Y" for a week!

Thanks, but I'll pay off everything WITHOUT selling the house!

Where will you get the money to do THAT???

Just watch this next unbelievable scene...

Anything else?



Alice, run down to the bank and get Mr. Spender, here, \$80,000 in cash! Yes, I said cash! Easy to steal, hard to trace CASH!! Mr. Spender desperately needs it to put in his dresser drawer in his home at 16-22 Stagg Street...



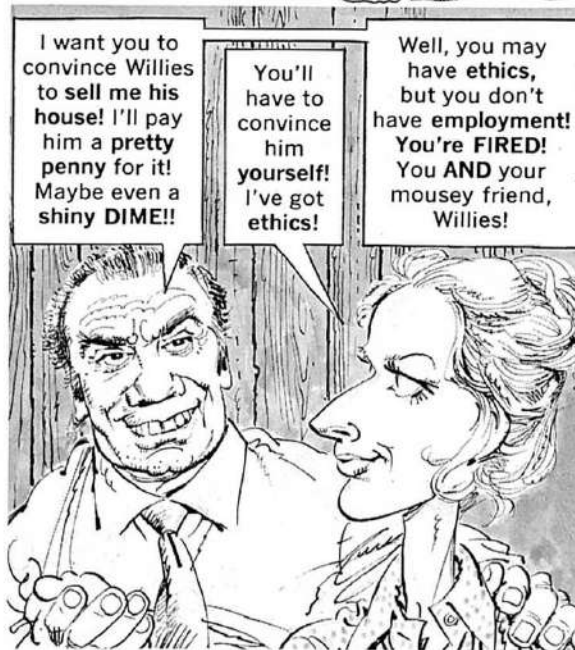
Okay, guys! Tonight, I need your help in getting some cash from a dresser drawer at 16-22 Stagg Street! We—



Hoo-boy! Talk about SMART...!!



Now, Bem . . . Socratty . . . you two will be safe in here! No one **EVER** comes in here! It's the Accounts Payable Office!



I want you to convince Willies to sell me his house! I'll pay him a pretty penny for it! Maybe even a shiny **DIME**!!

You'll have to convince him yourself! I've got ethics!

Well, you may have ethics, but you don't have **employment**! You're **FIRED**! You **AND** your mousey friend, Willies!



SCREECH!!



**CHOKES!
GAG!
A RAT!
A RAT!**

Why? Just because I fired two people?!!

No, there's a rat in Accounts Payable!

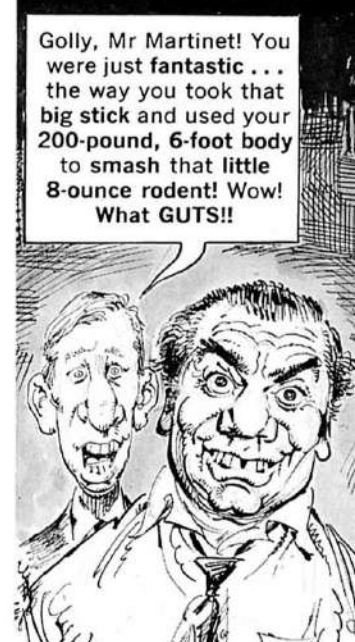
They're **ALL** rats in Accounts Payable!

NO! NO! It's a REAL RAT!!

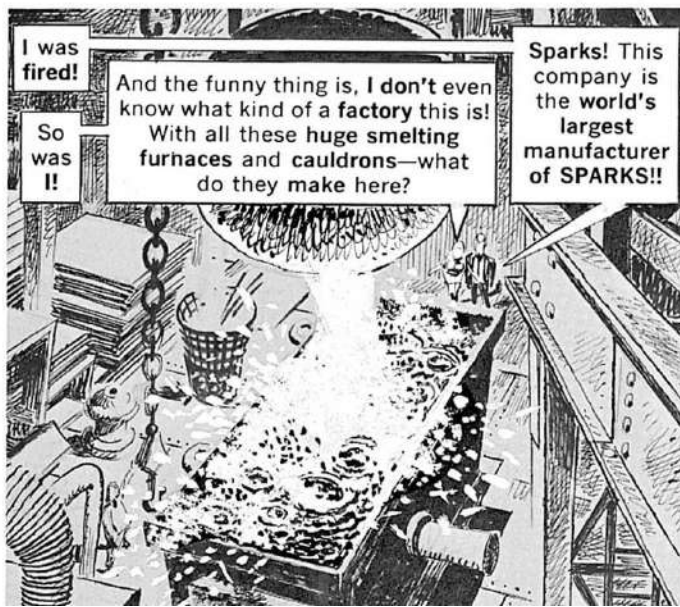
Somebody, give me a stick . . .



Take that . . . and that . . . and that . . . and that . . . and that, you cute, adorable thing!!



Golly, Mr Martinet! You were just fantastic . . . the way you took that big stick and used your 200-pound, 6-foot body to smash that little 8-ounce rodent! Wow! What **GUTS**!!



I was fired!

So was I!

And the funny thing is, I don't even know what kind of a **factory** this is! With all these huge smelting furnaces and cauldrons—what do they make here?

Sparks! This company is the world's largest manufacturer of **SPARKS**!!



Bem, I'm—I'm furious about what happened to Socratty! I think it's about time we all paid a little visit to Mr. Martinet's office! Get the message . . . ? ?



Smart?!? **WOW-WEE**, they're smart!

Sit down, Mr. Martinet! Me and the boys want to have a little chat with you!

You and WHO?? The boys—CHOKE!

Talk about your repulsive sights!!

Yes! I know! But I described what you looked like to them, and they decided to brave it anyway!

Now! I want a raise!

Well, I won't give you one! But I tell you what! I'll ask the Accounting Department to let you deduct those rats as dependents!

No, thanks, Mr. Martinet! Okay, guys! You've seen his acting performance . . .

GET HIM! TEAR HIM UP!



Gee, that's really a shame!

Yeah! You'd think they would give the STARS of a movie something better to eat than HAM!



Okay, everybody, listen! I'm afraid you all have to leave!

I want you all packed and out by morning! I can't afford to keep you any more! You ate all the food in the kitchen! Then, you even ate the KITCHEN! So, out! All of you—



WAIT! NO! WAIT! DON'T ATTACK ME! NO! PLEASE! GIVE ME A CHANCE . . .



Why should we give you a chance?! We've spent years trying to make people aware of the terrible rat problem in our slums, and now YOU come along and ruin all our work!

We've made \$5000 TV Commercials showing how hideous, destructive, and dangerous rats are . . . and YOU make a \$5,000,000 movie showing how sweet, smart and cute they are!

RATS ARE HORRIBLE! NOT LOVEABLE LIKE YOU'VE MADE THEM!

GET HIM! TEAR HIM UP!!



Boy, Human Beings can really be disgusting!

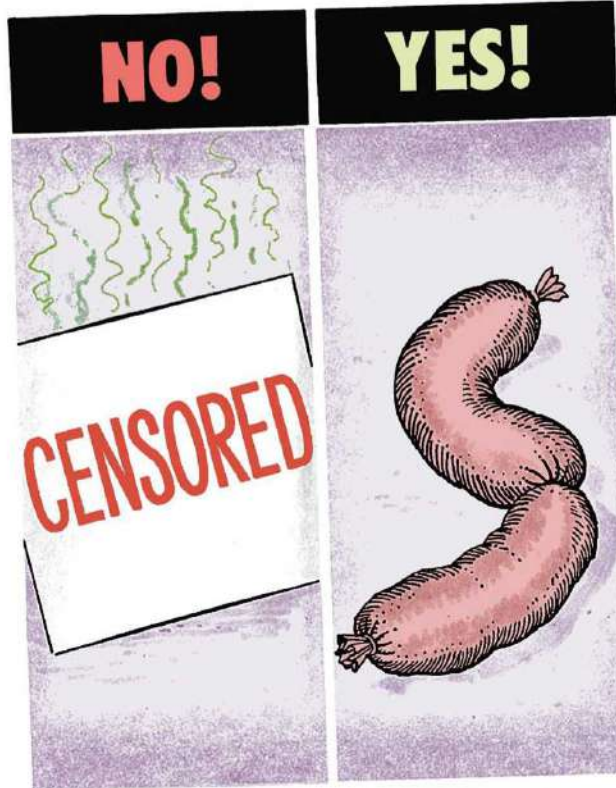
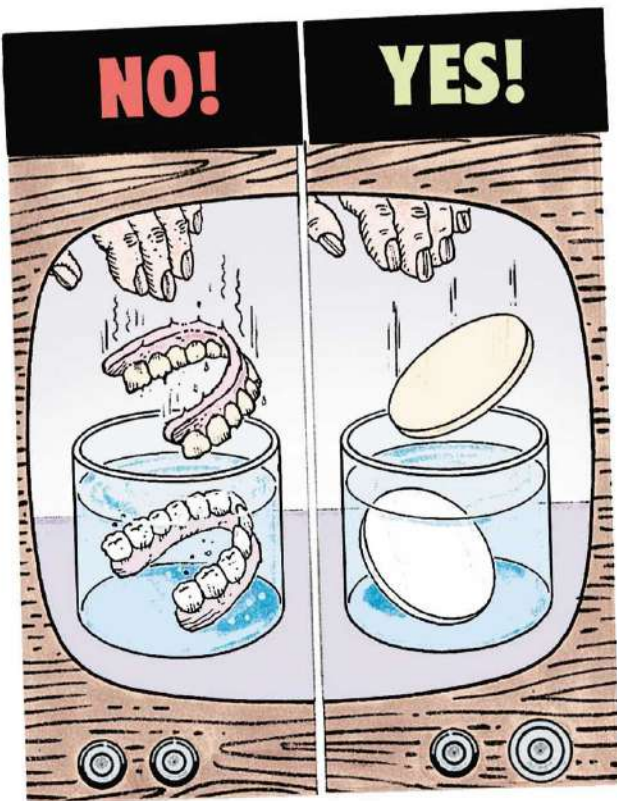


OUT, DAMN SPOT DEPT.

AN EDITORIAL NOTE ABOUT THE FOLLOWING ARTICLE!



Doing an article like this gives MAD a big problem, as scenes above will attest. What is that problem? Is it that the Policeman is arresting the lesser culprit? Is it that the real culprit is getting away scot-free? No, the big problem is: How to illustrate an article solving "Doggie-Do Problems" without making MAD readers sick for a week!



TV to the rescue! Ever notice how TV Commercials handle unpleasant subjects? Like when they substitute nice clean plastic discs for cruddy false teeth? Well, MAD is going to substitute nice clean link sausages for (Yecch!)—you know what! So if you see anything else depicted in this next article, don't blame us for your disgusting imagination!



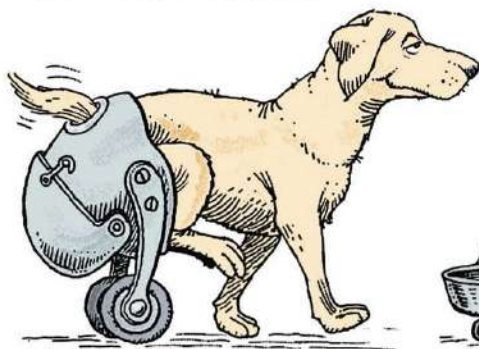
What do all the people above have in common? They live in a Big City! And you've all heard how Big Cities are going to the dogs! Well, it's true! With the increased crime, more and more City Dwellers are taking big dogs into their tiny apartments and homes. And this is cruel and inhumane, considering the lack of running, jumping and scampering space in a Big City...not for the dogs, but for the people who are trying to avoid what these hounds are dropping all over the place! So, before our Big Cities all turn into gigantic dog toilets, we at MAD now offer...

MAD

SOLUTIONS TO BIG CITY DOGGIE-DO PROBLEMS



MOBILE REAR COVER



PORTABLE POOP CART



SNAP-ON TAIL BAG



All of the above "Self-Service Devices" serve the same function, are easy and convenient to use, and permit dogs to roam freely while protecting the enviroment. In each case, disposable plastic liner is removed and discarded.

BRUSH-AND-SCOOP BOOTS



One boot has brush in back, other boot has hinged scoop with snap. Deft lift of hinged boot opens scoop, while brush neatly tosses "sausages" into scoop, which clicks safely shut by stamping down hard . . . but not too hard!

PUPPY PAMPERS

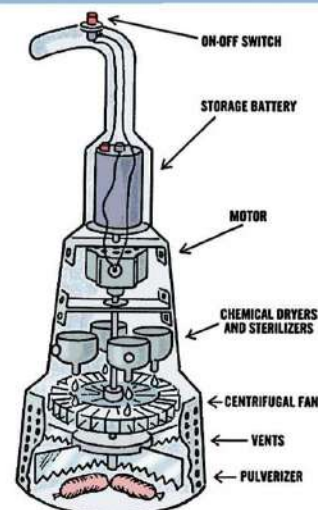


This diaper-like item is similar to the popular ones used by modern Mothers on their infants...and are just as easy to put on, remove and dispose of after puppy has used it.

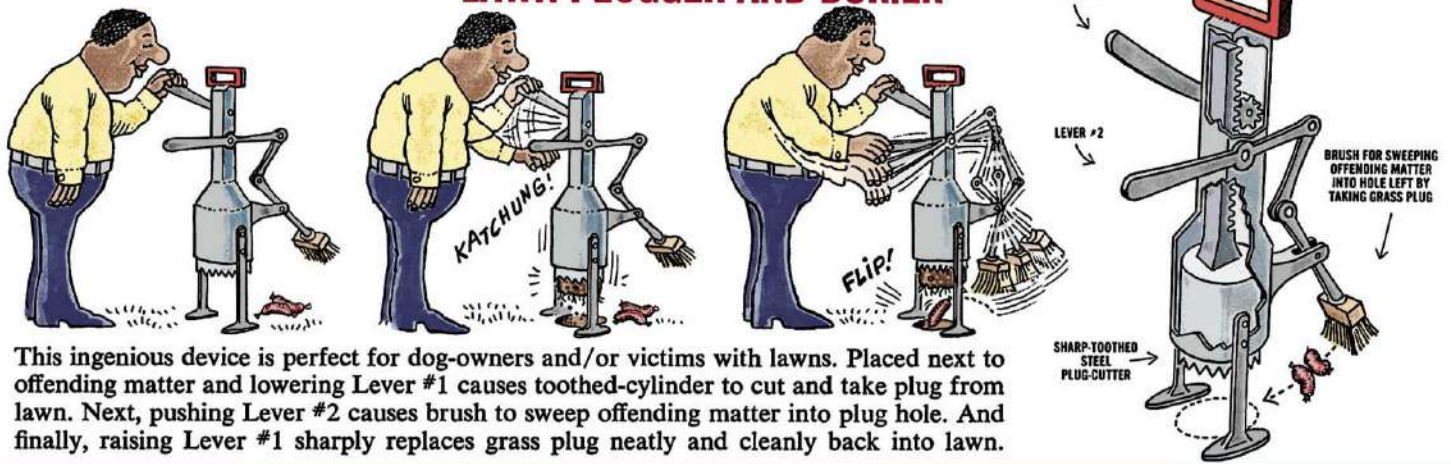
PORTABLE CHEMICAL TREATMENT PLANT



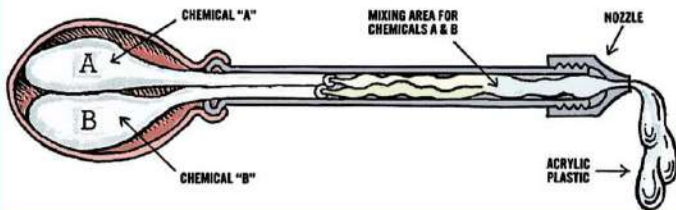
This completely self-contained Chemical Treatment Plant converts the offending matter into harmless inoffensive chemical components, then hurls it into the air as dust, where it falls to earth as fertilizer.



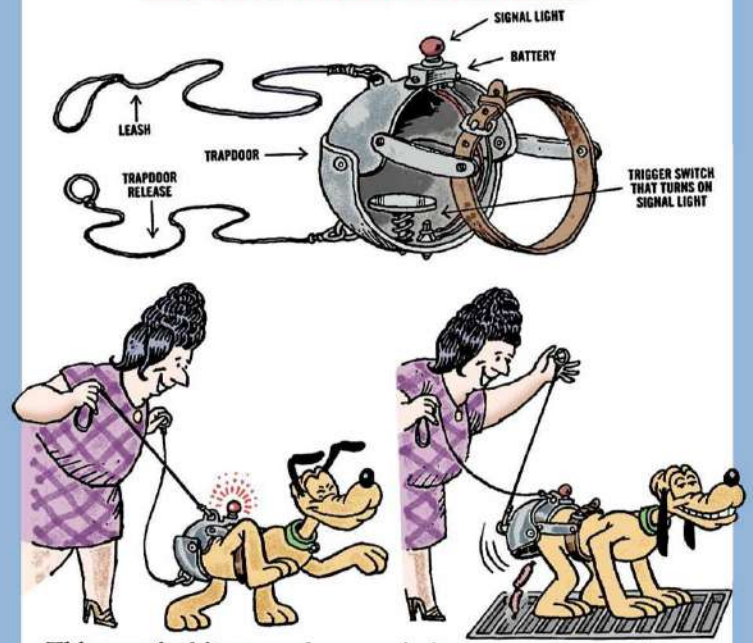
LAWN PLUGGER AND BURIER



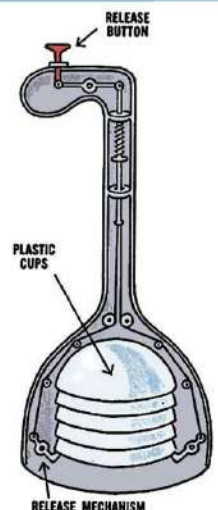
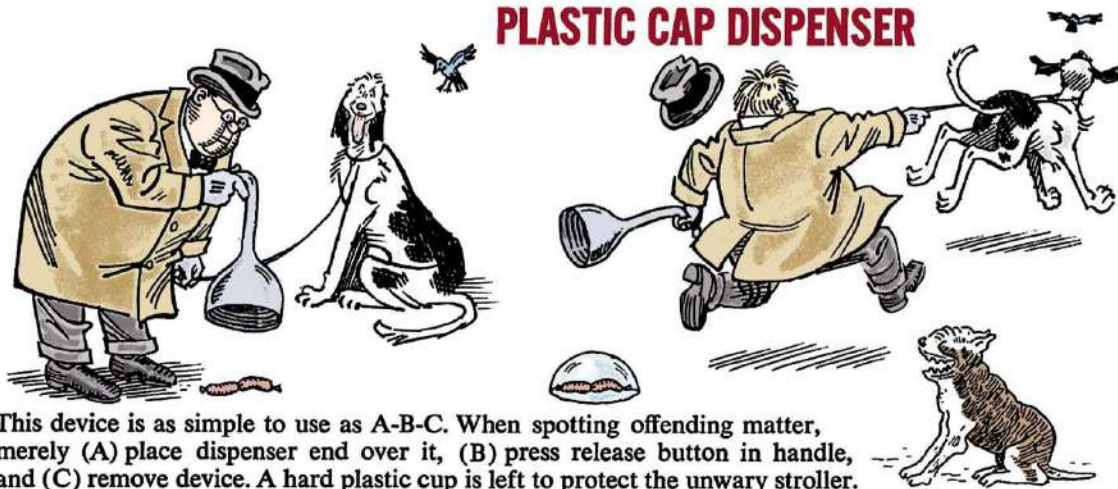
ACRYLIC PLASTIC SQUIRT GUN



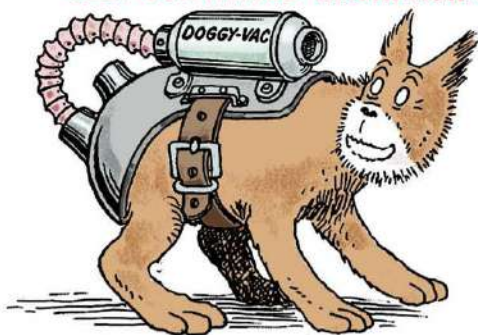
TRAPDOOR STORAGE CONTAINER



PLASTIC CAP DISPENSER



SELF-CONTAINED BACKPACK-VAC



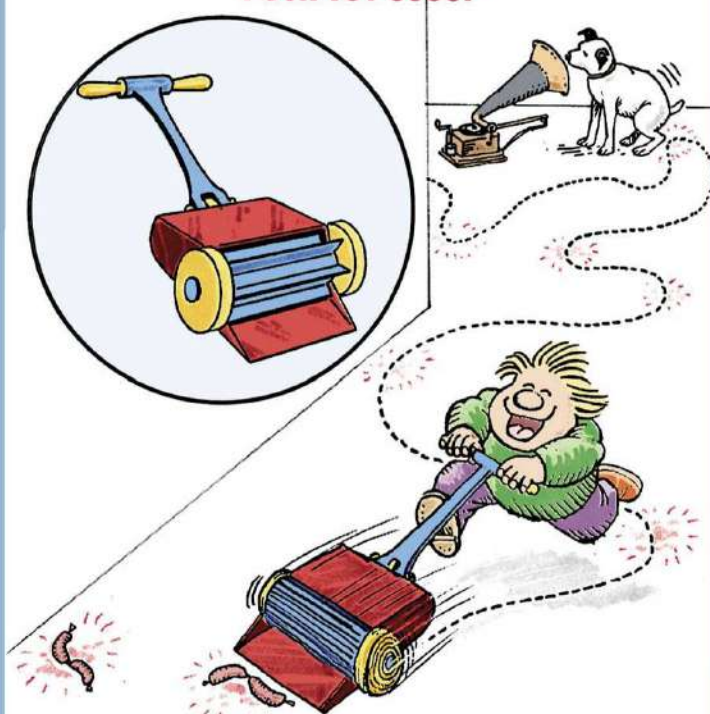
This battery-driven vacuum not only takes care of offending matter, but neatly wraps it in removable disposable vac-bags. It is particularly useful for letting dog out by himself, and not having to worry about neighbors' lawns, sidewalks, etc.

DROP-THRU GRATING



Grates placed around favorite doggie depositories permit offending matter to drop down into chemical pools where it is deodorized and dissolved. In heavy dog population areas, entire sidewalks could be constructed like this.

PUSH TOY SCOOP



Makes public sanitation a "fun thing" for youngsters while removing an ugly problem from the streets at the same time.

POGO PICKUP STICK



Here's another combination device affording both utility and pleasure. By hopping around those City streets which suffer a heavy dog infestation, user enjoys healthy fun while performing a much-needed clean-up. Suction pump in Pogo Stick picks up and stores stuff for later disposal.

GIFT BOX PICKUP AND DISPOSAL



This devilishly clever device performs three functions at one time. By quickly gift-wrapping offensive material, it makes streets look better immediately. Then, sooner or

later, when someone thinks he's found a valuable item, it gets stuff off the streets entirely. And last, it teaches finder a moral lesson, mainly: *you get nothing for nothing!*



A couple of issues back, MAD published a collection of Food Songs. In the article, we said that food is the most important thing in our lives. Well, we were wrong—at least for some people. It seems there is another area in our lives that takes up even more of our time than food. Mainly, the feeding, training, walking and all-around absurdity of pets. Let us, then, give these creatures of fur, fins and feathers the tribute they deserve as we present this assortment of

SONG

THE PET-OWNERS CHORUS

(Sung to the tune of "The Jets' Song")

When you've a pet,
You've a burden for life
Who will cost you more dough
Than a gluttonous wife!

When you've a pet,
You are forced to ignore
That your living-room looks
Like the Second World War!



The parrot that yells!
The St. Bernard that paws you!
The hamster that smells!
The Siamese Cat that claws you!
The Mouse that gnaws you!

When you've a pet,
You've a friend to the core
Who will wake you at dawn
When you've dropped off at 4!
When you've a pet,
You're sunk, you bet!

When you've a pet
You will spend all your days
With your hand on the button
Of Aerosol sprays!

When you've a pet
You can bet on the line
He'll turn vicious and mean
When your boss comes to dine!



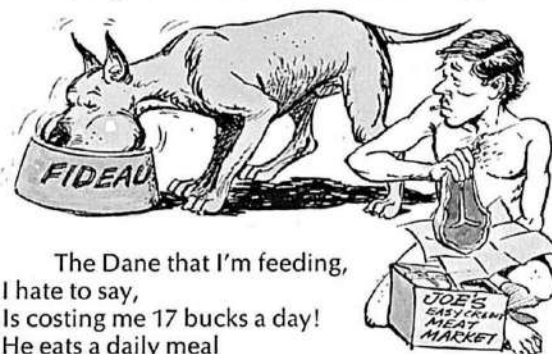
Your coat and your vest
Are chewed to little bits there!
Your rug has been "blessed"
With something that just sits there!
You're having fits there!



When you've a pet
Your contentment is through!
You've no life of your own
And your home is a zoo!
It's a big... smelly...
noisy... messy... zoo!

THE DOG-FEEDER'S DIRGE

(Sung to the tune of "The Girl That I Marry")



The Dane that I'm feeding,
I hate to say,
Is costing me 17 bucks a day!
He eats a daily meal
Of T-bones and lamb-chops and shoulders of veal!

And when he is finished, he has a bowl
Of porterhouse steak and filet of sole!
His great yearning,
I am learning,
Swallows up every penny I'm earning!
The Dane that I'm feeding
Is constantly bleeding
Me dry!

THE AQUARIUM ANTHEM

(Sung to the tune of "My Favorite Things")



Black, shiny Mollies and bright-colored Guppies—
Shy little Angels as gentle as puppies—
Swimming and diving with scarcely a "swish"—
They were just some of my tropical fish!—

Then I bought Mantas that sting in the water—
Deadly Piranhas that itch for a slaughter—
Savage male Bettas that bite with a "squish!"—
Now I have many less tropical fish!

If you think that
Fish are peaceful,
That's an empty wish!
Just dump them together and leave them alone,
And soon you will have
No fish!

S OF PETS

WRITER **FRANK JACOBS** ARTIST **GEORGE WOODBRIDGE**

MELODY FOR A MYNAH

(Sung to the tune of "Dinah")



Mynah!
There's no bird that talks finah
From Connecticut to China!
Other creatures are never
Clever as she!

Mynah!
She's so smart I can't bear it—
Smarter even than a parrot
When she's imitating me!

But when I've company,
My Mynah
Shouts with glee
Some crude obscenity
That she picked up from me!

Mynah!
Better shut your face, Mynah!
Or I'll feed you turpentine-ah
And I'll get a chimpanzee!

SERENADE TO A WATCHDOG

(Sung to the tune of "Strangers In The Night")

Watchdog in the night—
I never chained you!
Watchdog in the night—
I always trained you
To protect my house
Until the night was through!



Then those burglars came—
You didn't mind it!
They were after loot—
You helped them find it!
Diamond rings and furs
You quickly led them to!



Watchdog in the night—
A stupid beagle you were!
Watchdog in the night—
But later on when I—
Returned to my poor home—
How your jaws did foam!
You became a snapping dog—
A crazy, fearless yapping dog!



SONG FOR A SHEEPDOG

(Sung to the tune of "White Christmas")



I'm screaming at a white sheepdog
Each time he sits upon my chair!
It's a thing I'm dreading—
The way he's shedding
And coats everything with hair!
I'm screaming at a white sheepdog!
If he should visit you some night—
May his bark be worse than his blight—
And may all your furniture be white!



Whenever I'm in sight,
It's so upsetting!
Every time you bite,
It's me you're getting!
Now you're full of fight—
My watchdog in the night!

A CAROL FOR CATS

(Sung to the tune of "My Bonnie Lies Over The Ocean")

A porpoise will flap with his flippers!
A monkey's both clever and shrewd!
A basset will bring you your slippers!
A cat only comes when there's food!

Yecch! Cats!
Yecch! Cats!
Don't try to give one to me—to me!
Yecch! Cats!
Yecch! Cats!
Don't try to give one to me!



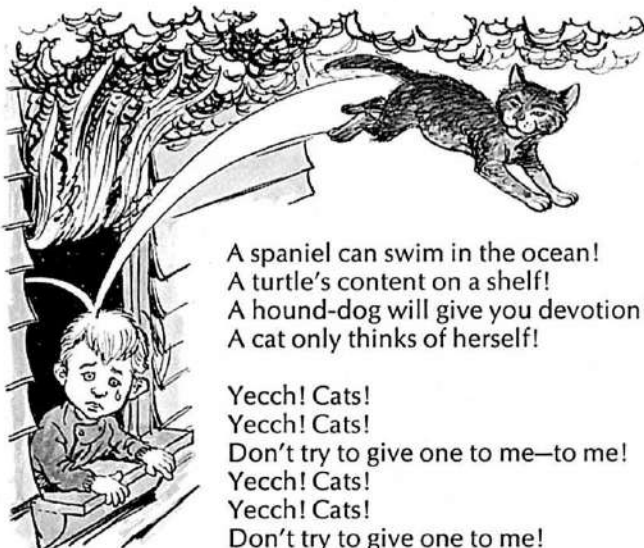
A chimp makes ridiculous faces!
A skunk has a noteworthy air!
A snake will return your embraces!
A cat only claws up a chair!

Yecch! Cats!
Yecch! Cats!
Don't try to give one to me—to me!
Yecch! Cats!
Yecch! Cats!
Don't try to give one to me!



A parrot can speak in Italian!
A goldfish is gorgeous to see!
A colt will become a proud stallion!
A cat just gets caught in a tree!

Yecch! Cats!
Yecch! Cats!
Don't try to give one to me—to me!
Yecch! Cats!
Yecch! Cats!
Don't try to give one to me!

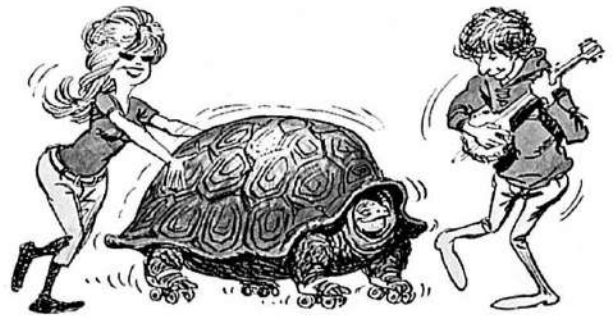


A spaniel can swim in the ocean!
A turtle's content on a shelf!
A hound-dog will give you devotion!
A cat only thinks of herself!

Yecch! Cats!
Yecch! Cats!
Don't try to give one to me—to me!
Yecch! Cats!
Yecch! Cats!
Don't try to give one to me!

HYMN TO A TURTLE

(Sung to the tune of "I've Grown Accustomed To Her Face")



I've grown accustomed to your pace!
You're like a streak of blazing light!
I've grown accustomed to the blast
Of wind when you run past!
And when you zoom
From room to room,
You're like a burst of energy—
A comet racing through the night!
You're just a wild and crazy creature
who is uncontrolled and free!
No wonder I get dizzy when I see
you passing me!
I've grown accustomed to the rush—
Accustomed to the speed—
Accustomed to your pace!

BALLAD FOR A POODLE

(Sung to the tune of "On The Street Where You Live")



I have often walked my Pierre outside!
But I never liked him in the dirty air outside!
Now he sits upon
His own private john
That I built for the dog that I love!

See the king-size bed that I made for him!
See those powder-blue pajamas I crocheted for him!
And should he feel ill
Here's a Contac pill
That I give to the dog that I love!

Yet, Oh! He sometimes annoys me!
When he does, I'm firm as can be!
But, Oh! It nearly destroys me
To have to tell him he can't watch his own TV!

I bake chocolate cakes with a glaze for him!
And if he should lose his hair, I'll get toupees for him!
And should I drop dead,
When my will is read—
All will go to the dog that I love!





THE PROVERBIAL POSTAL/POOCH PARABLE PART III

WRITER & ARTIST DUCK EDWING





The following article by David Berg is about dogs and their owners, and although you may not be interested in either, you will read the article and begin to laugh as soon as the bell rings. Get that? You will read the article and begin to laugh as soon as the bell rings! Understand? Okay, ring the bell, Mr. Pavlov . . .

THE LIGHTER SIDE OF

What do you mean, "the dog hasn't been fed!"? Don't I do enough around here? **YOU** feed him for a change!!

Don't just stand there, you lazy good-for-nothing! Can't you see I'm busy? **Feed the dog!!**

Get going, you punk kid! There's work to be done around here! The **dog** hasn't been fed!!



Daddy, can we have a dog? Huh, Daddy? Please Daddy?

Please, Daddy? Please say "Yes"! Please?!!

I'll get you a dog under one condition! You must take care of him! That means walking the dog three times a day, no matter how bad the weather is!!

We promise, Daddy! We promise!!



We're interested in a nice comfortable double bed for us!

Step this way, please . . .

Do you mind if we test it?

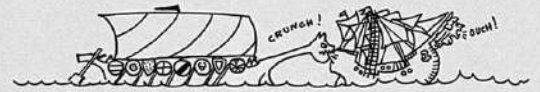
Be my guest!

UP, boy . . .

Look, honey! He likes it!

Okay, we'll take it!





DOG OWNERS

WRITER & ARTIST DAVE BERG

It's your turn to feed the dog tonight, stupid! Move!



Go feed the dog, or I'll tell Mom who cracked that vase . . .



Bad dog! 'Cause of you, I'm always in trouble! Just for that you don't get any supper!!



"The Washington Post" isn't bad!

Neither is "The Chicago Tribune"

Personally, I like "The Denver Post"!

That's okay, but "The Philadelphia Inquirer" is better!

But best of all is the "Sunday New York Times!"

You said it!

You get 8 pounds of newspaper all at once!

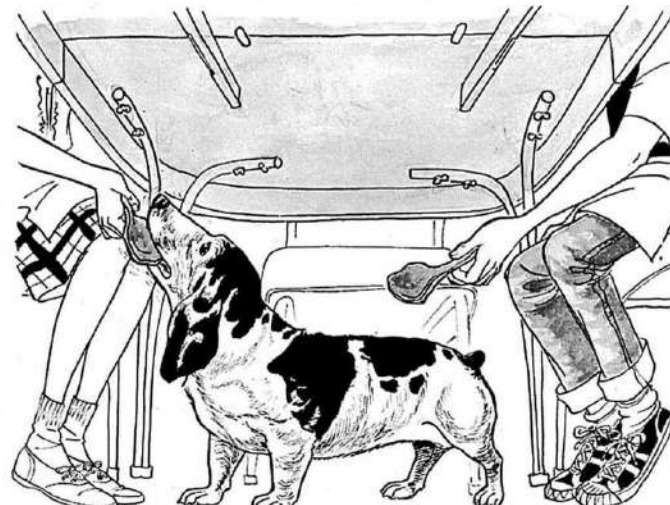
Yep! When it comes to PAPER-TRAINING A PUPPY, you can't beat "The New York Times"!

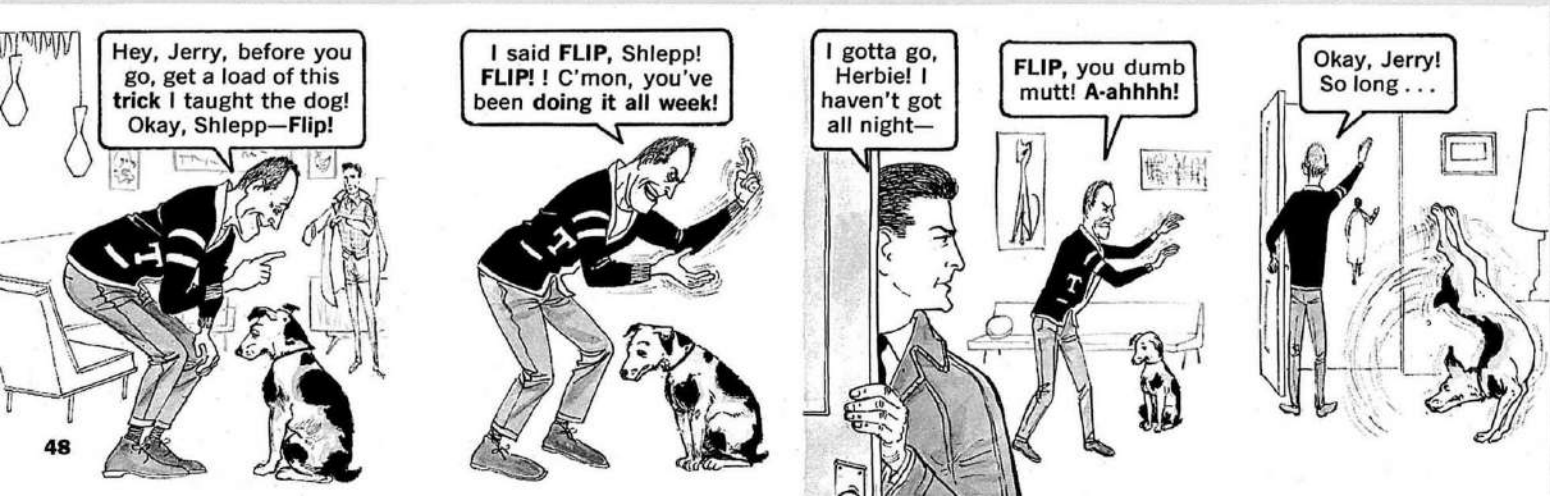
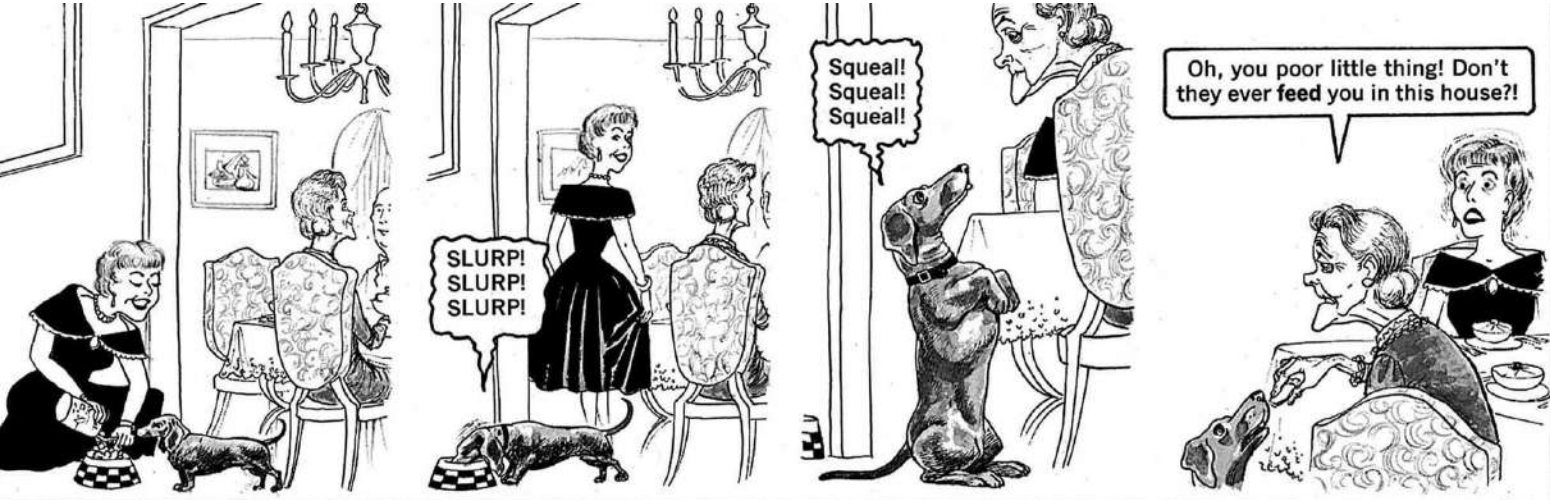


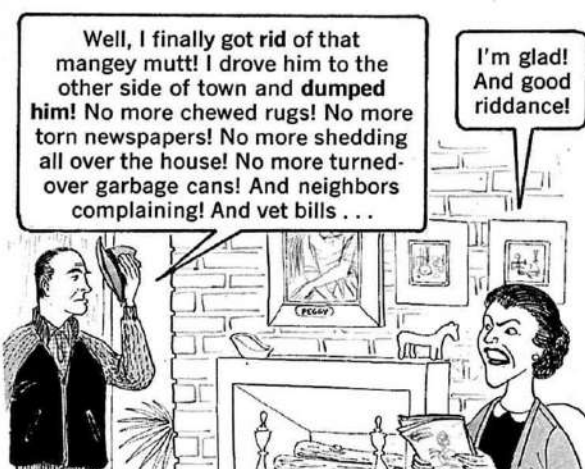
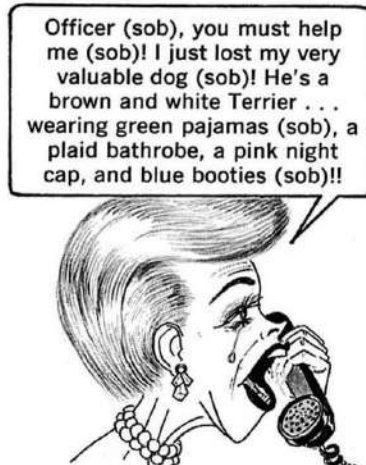
I'm warning you kids right now! There'll be no deserts unless you finish everything on your plates . . .



Well, that's more like it!!



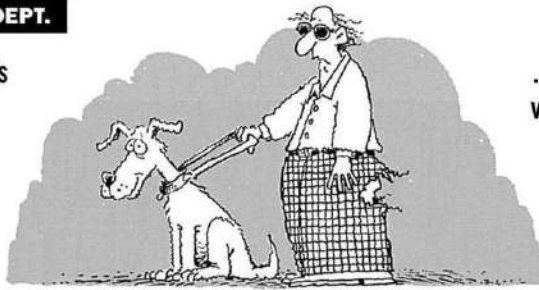




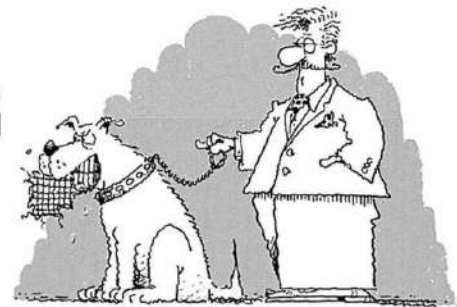


WORKING ROVER TIME DEPT.

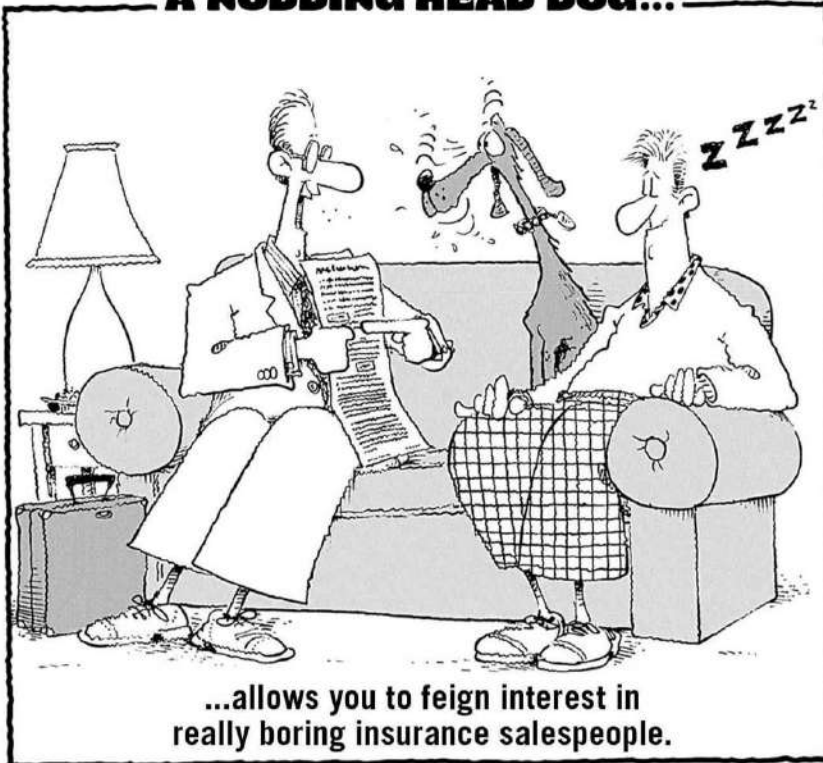
Not only can dogs be man's best friend, they can also be their best helper! The blind are helped by well trained seeing eye dogs...



...while the rich are very often protected by highly skilled attack dogs!

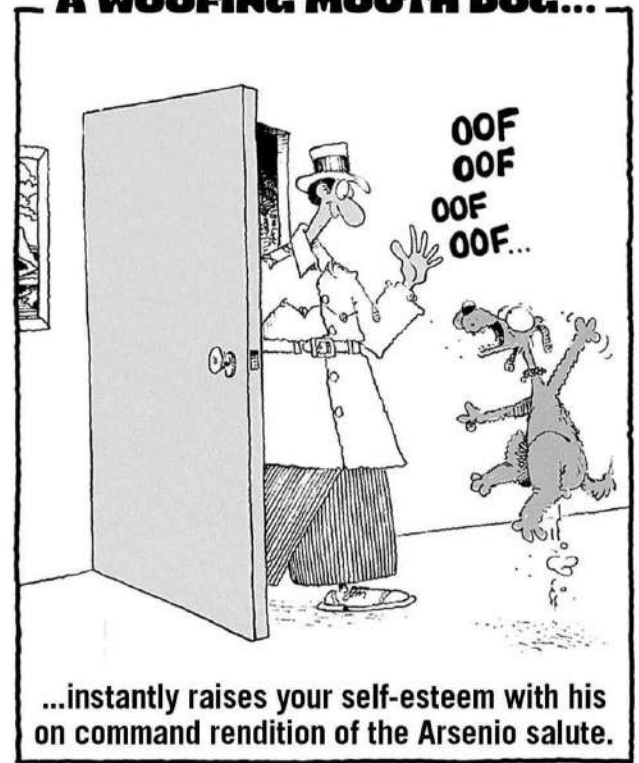


A NODDING HEAD DOG...



...allows you to feign interest in really boring insurance salespeople.

A WOOFING MOUTH DOG...



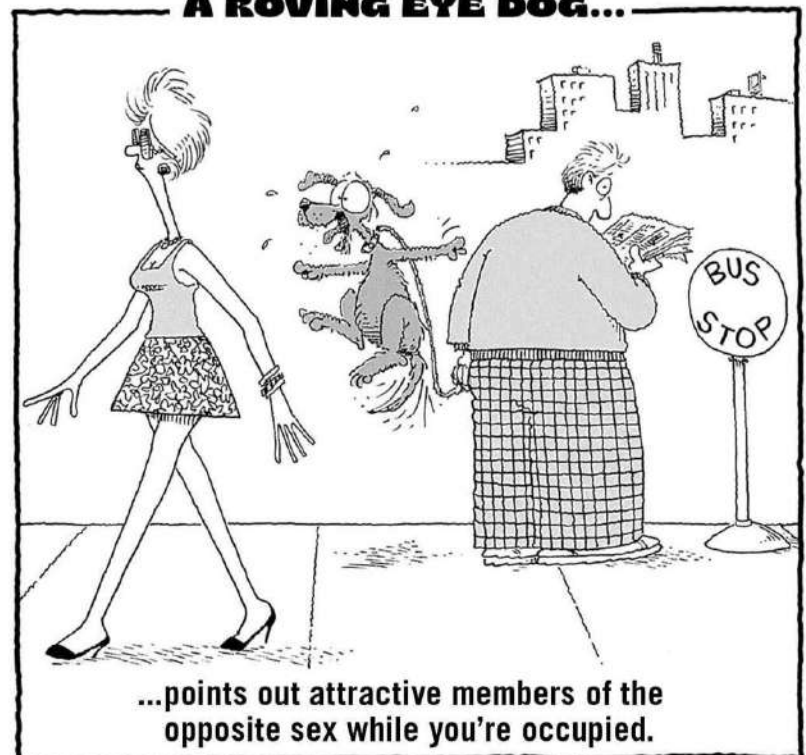
...instantly raises your self-esteem with his on command rendition of the Arsenio salute.

AN ADORABLE POSE DOG...



...worth his weight in traffic tickets.

A ROVING EYE DOG...



...points out attractive members of the opposite sex while you're occupied.

Perhaps we could
all benefit from
having a happy
hound around if
we had these...

SPECIALLY TRAINED DOGS FOR EVERYONE

WRITER & ARTIST JOHN CALDWELL



A THUMPING TAIL DOG...



...provides the "I have to see who's at the door" excuse for putting a quick end to annoying phone calls.

A GORGING GUT DOG...



...springs into action whenever you are dating someone who's a lousy cook.

A PASSING GAS DOG...



...clears the room of boring house guests on command.

A WHEEZING NOSE DOG...



...enables you to sound really out of it when calling in sick.



IS THERE AN ADOPTER IN THE HOUSE? DEPT.

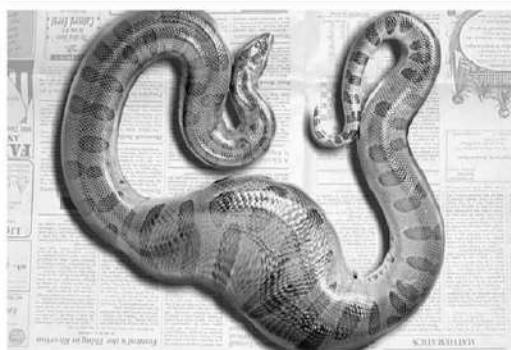


THE PET PEDDLER

**YOUR ONE-STOP SOURCE FOR ADOPTING THE ANIMALS
OTHER PEOPLE EVENTUALLY GOT SICK OF**



IRISH SETTER, 23 No need to care for him 24/7, since he tends to wander off for days at a time. Not much of a "pet," really. Answers to the name of "Get your butt off the couch, you worthless mongrel." 555-4567

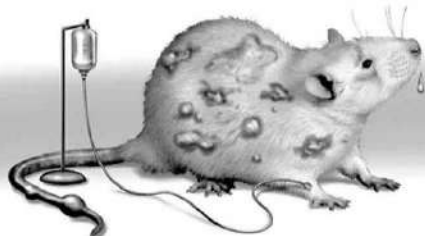


POT-BELLIED PYTHON, 6 We don't know what sort of pet is in his stomach, but we will throw it in for free! 555-6294.



JACK RUSSELL TERRIER, 5 Can do an amazing assortment of tricks: fetch ball, roll over, make Statue of Liberty disappear, etc. 555-0033

LORIKEET, WAS 15 Excellent taxi-dermy job. Makes no mess, doesn't squawk at night. Great for recreating that Monty Python "Pet Shop" skit with your geek friends. 555-8008



FORMER LAB RAT, 2 Has five different types of cancer. Loves NutriSweet, aspartame, MSG. Must have chemo each week. 555-6954



HELPER CHIMP, 8 Has served the disabled for five years. Can prepare meals and operate a standard VCR (though, unfortunately, has great love for Steven Seagal films). Dabbles in playwriting, currently working on Shakespearean tragedy with 999 other chimp collaborators. 1-800-555-9008



FREE-RANGE LAWN FLAMINGO Sturdy aluminum, has had all shots and been spayed. Free to good home. 555-0011



RODEO BRONCO, 3 So your whining little daughter wants a pony, does she? She'll shut up real quick after a ride on Ol' Rowdy! 1-853-555-8000



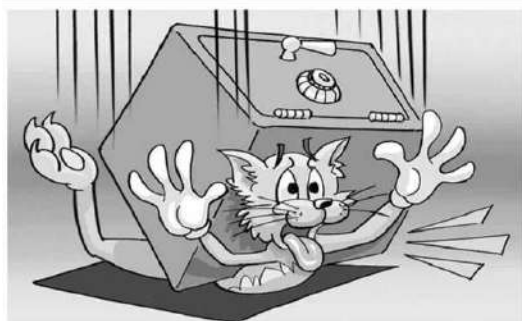
SHEEPDOG, 5 Loving and diligent. Favorite foods include mutton and lamb chops. 555-0345



COCKATIEL, 7 Highly intelligent, approx. 10,000 word vocab. Stubby can't actually *speak* any of the words, but he does know them. Trust me. 555-4381



PIGEON, 3-6ish Tri-colored (light gray, gray, and dark gray). Millions more where he came from, like in your backyard. That's not my problem...getting rid of this one is! (555) 800-9000



CARTOON CAT, 5 Can withstand dynamite, falling pianos and being pushed off cliffs. 1-500-555-1967 (Ask for Hanna or Barbera.)



SPONGE, 23 Bright red, a colorful addition to any aquarium. Also handy for wiping up minor spills. 555-0033



RHINO, 10 Toilet-trained, reasonably housebroken. Horn is artificial, because I ground up the real one to use as an aphrodisiac. I think it's working myself, but my wife begs to differ. 555-5798



UNTAMED PIT BULL, 5 Named "Fluffkins." Loves people, especially when they're smothered in ketchup. 555-0065

HALF-PARROT/HALF-VULTURE, 4 Affectionate, talks a lot, mostly about death. 555-2301

SMALL, YAPPING ANIMAL, 4 Yorkshire terrier, maybe ferret, or possibly a lemur. Very cute and loving, whatever it is. 555-6700



SEEING EYE GREYHOUND, 7 Perfect for the blind sprinter. 555-1800

URBAN LEGEND PET SHOP

COME IN FOR OUR OCTOBER SALE ON HARD-TO-FIND ANIMALS!

- Alligators found in sewers
- Rats thought at first to be Chihuahuas
- Pythons that came out of toilet bowls
- Jackalopes
- Spiders from beehive hairdos
- Poodles put in microwaves to dry off
- Cobras found in Persian rugs
- Gerbils of the stars...well, you know
- Cat who sucks the breath out of babies
- Doberman who choked on the hand of a burglar
- Earwig who entered person's ear and bored hole into brain








LOCATED AT THE CORNER OF SHERGOLD & HOOKHAND



No one knows what happens to us when we die — or, for that matter, when our pets die! After all, life is fragile — especially when you can be offed just by eating a Snickers bar! Anyway, it got us thinking about Doggie Heaven (not the hot dog place on Main Street, although we think about that place a lot, too...). The point is, no matter how many legs you walk on, we can't be sure what awaits us in the afterlife, but we can at least get an idea, thanks to what was...

Overheard in Doggie Heaven

WRITER JEFF KRUSE ARTIST PAUL COKER, JR.

EVERYONE JUST ASSUMES THAT A **DALMATIAN** MUST HAVE DIED **HEROICALLY** SAVING SOMEONE FROM A **FIRE**—BUT IN MY CASE, IT WAS ONE TOO MANY **BRATWURSTS**.

MY PARENTS TOLD ME THAT **PARADISE** WOULD HAVE **BOTTOMLESS BOWLS OF TOILET WATER**. THEY WEREN'T LYING!

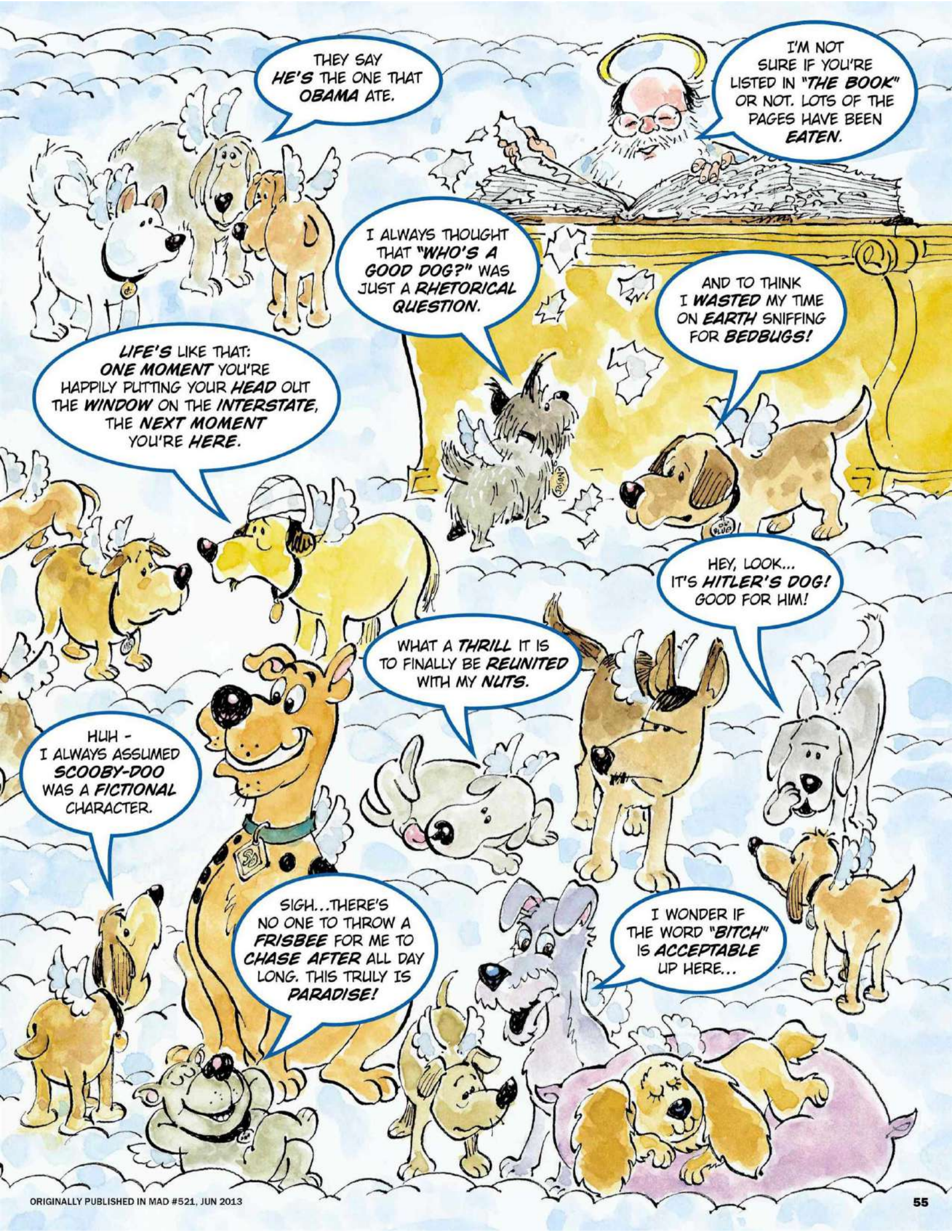
I'LL BET HE'S **REALLY TIRED** OF HEARING HOW HIS NAME IS **"DOG"** SPELLED **BACKWARDS**.

ETERNITY MUST BE **REALLY LONG** IN **DOG YEARS!**

I JUST HOPE THAT **CRAZY OLD LADY** DOESN'T TRY TO **CONTACT** ME BY **OUIJA BOARD**.

I SUPPOSE THE DOCTRINE OF **PREDESTINATION** IS FLAWED FROM A PURELY **TELEOLOGICAL** STANDPOINT, BUT... HEY LOOK, A **SQUIRREL!**





THEY SAY
HE'S THE ONE THAT
OBAMA ATE.

I'M NOT
SURE IF YOU'RE
LISTED IN "THE BOOK"
OR NOT. LOTS OF THE
PAGES HAVE BEEN
EATEN.

I ALWAYS THOUGHT
THAT "WHO'S A
GOOD DOG?" WAS
JUST A RHETORICAL
QUESTION.

AND TO THINK
I WASTED MY TIME
ON EARTH SNIFFING
FOR BEDBUGS!

LIFE'S LIKE THAT:
ONE MOMENT YOU'RE
HAPPILY PUTTING YOUR HEAD OUT
THE WINDOW ON THE INTERSTATE,
THE NEXT MOMENT
YOU'RE HERE.

HEY, LOOK...
IT'S HITLER'S DOG!
GOOD FOR HIM!

WHAT A THRILL IT IS
TO FINALLY BE REUNITED
WITH MY NUTS.

HUH -
I ALWAYS ASSUMED
SCOOBY-DOO
WAS A FICTIONAL
CHARACTER.

SIGH...THERE'S
NO ONE TO THROW A
FRISBEE FOR ME TO
CHASE AFTER ALL DAY
LONG. THIS TRULY IS
PARADISE!

I WONDER IF
THE WORD "BITCH"
IS ACCEPTABLE
UP HERE...

WHAT IF DOG WAS ONE OF US?

WRITER & ARTIST KENNY KEIL



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**WHAT MENACE
FROM ABOVE
DOES SUPERMAN
HAVE TO CONTEND
WITH NOW?**

HERE WE GO WITH AN ALL-NEW MAD FOLD-IN

The citizens of Metropolis have long been grateful to Superman for his protection against the various calamities, disasters, invasions, and other malicious acts perpetrated by unscrupulous super villains. However, there is a new threat from above that could impact them like none have before—and Superman may be powerless to stop it. To see what that is, fold in as shown.

SWIPE FROM B TO A TO FOLD



**SUPERMAN PATROLS THE SKIES OVER METROPOLIS WITH HIS SUPER
DOG, KRYPTO. TOGETHER THEY BATTLE CUTTING EDGE TECHNOLOGY
DESIGNED BY DEVOUS SUPER VILLAINS. THEY CAN NEVER BE TOO
VIGILANT, ESPECIALLY WHEN FACING A THREAT SUCH AS THIS.**



WRITER & ARTIST **JOHNNY SAMPSON**



6:01 pm

add warm water ...
and stir a minute

6:02 pm

things happen fast —
now Doggy is dying
to go for a walk



World's only dog food that regulates your doggy *(right in the bow-wow-el!)*

No more interruptions: New Doggy Train fixes it
so you can watch your favorite TV show in peace.

No more emergencies: New Doggy Train eliminates
any sudden barking or scratching during the night!

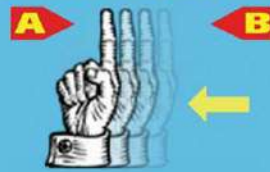
Just add water... and your dog is ready to go for
a walk in one minute—at your convenience, not his!

NEW DOGGY TRAIN shows him who's boss!



**WHAT MENACE
FROM ABOVE
DOES SUPERMAN
HAVE TO CONTENT
WITH NOW?**

SWIPE FROM B TO A TO FOLD



A B



**SUPER
DOGGY
DOO**

A B